

February 2019 Media Report – Kristen Thornton-De Stafeno

- Designed business card for Lauren L.
- Finalized new Perkins book plate.
- Had John L. add Standards Guide to staff page.
- Designed new header for *This Week*
- Updated Trove job postings with template corrections
- 19.0% average open rate on all newsletters sent out this month, showing a .9% decrease from January; 3.0% average click rate on links in newsletter this month, showing a .1% increase from January. We gained 480 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Facebook did not display our monthly reach or engagement this month. I have to investigate why as it showed the weekly statistics. Our most popular post was about how we're hiring "EDGEucators" this summer.

Stats

Feb-19	Adult	Juvenile				
Promotional Activities						
Fliers	5	6				
Newsletters	6	7				
Press Releases	1	1				
Social Media Post	64	71				
Digital Graphic/image	10					
Blog Post	7	3				
Print Graphic/Handout		2				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1544	1407	821	163	11777	

Ad

Mentions/Links

PSC Gas Hearing on Globest: <https://www.globest.com/2019/02/07/psc-schedules-hearings-next-week-on-con-edison-natural-gas-connection-moratorium/?slreturn=20190207110654>

Journal News on Gas Hearing:

<https://www.lohud.com/story/news/local/westchester/2019/02/13/developers-regulators-react-impending-natural-gas-moratorium/2852617002/>

Sen. Stewart-Cousins tweeted about Chisholm '72 Screening:

<https://twitter.com/AndreaSCousins/status/109611972771745793>