

March 2019 Media Report – Kristen Thornton-De Stafeno

- Created part-time shelver job posting.
- Updated Trove Bag-a-Tag luggage tags.
- Created Evergreen flyer for display.
- Finalized Friends’ Spring News Notes.
- Finalized and submitted digital signage graphics for Robert Mills Memorial Concert.
- Updated our events in the City calendar through May.
- Submitted info for Scott Jameson poster.
- 21.20% average open rate on all newsletters sent out this month, showing a 2.2% increase from February; 3.6% average click rate on links in newsletter this month, showing a .6% increase from January. We gained 21 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our Facebook reach is down 27% from February, but our post engagement is up 45%. Our most popular Facebook post was a photo Austin O. took at Tech Tuesday. Our tweet impressions are up 61.8% from February and our most popular tweet was on the David Rocco exhibit. Our post popular Instagram post was on the Sound Meditation program on 3/27.

Stats

Mar-19	Adult	Juvenile				
Promotional Activities						
Fliers	11	5				
Newsletters	9	8				
Press Releases	1	1				
Social Media Post	58	77				
Digital Graphic/image	3	2				
Blog Post	8	3				
Print Graphic/Handout	1	10				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1699	1422	873	160	11798	

Ad

Mentions/Links

Examiner article on David Rocco exhibit: <https://www.theexaminernews.com/dramatic-tz-bridge-construction-photos-on-display-at-white-plains-library/>

City’s March eNewsletter featured College Admissions event in the Edge, the Artists’ Loft, and on the museum pass program: <https://myemail.constantcontact.com/Marching--Munching---More-This-Month-in-White-Plains----MARCH-2019-NEWSLETTER.html?soid=1109296406078&aid=qMfpLFA9G4I>

Events shared on NY Metro Parents: <https://www.nymetroparents.com/article/dailyevents-March-12-2019-Westchester>

Assemblyman Buchwald tweeted photo from League of Women Voters event honoring library:
<https://twitter.com/DavidBuchwald/status/1102326740150554627>

Westchester Children tweeted from Raise the Age discussion on 3/13:
<https://twitter.com/wca4kids/status/1105953317572751365>

Galleria tweeted and mentioned us on Instagram in posts about Poetry Slam:
<https://twitter.com/ShopGalleriaWP/status/1106195952040202242>