

April 2019 Media Report – Kristen Thornton-De Stafeno

- Updated Friends envelope.
- Updated Yelp business profile.
- Created combined July & August Trove calendar for School District’s brochure.
- Sorted and moved past staff photos to U Drive / Staff Media folders.
- Updated Austin O.’s business card.
- Prepared flyers for outreach events for Mariel & Josh.
- Updated Reading Buddies bookmark for summer.
- Updated Karyn D.’s business card.
- Updated our events in the City calendar through June.
- 17.85% average open rate on all newsletters sent out this month, showing a 3.3% decrease from March; 1.9% average click rate on links in newsletter this month, showing a 1.7% decrease 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 up 144% from March, and our post engagement is also up 51%. Our most popular Facebook post was sharing the LoHud story on the plaza development. Our tweet impressions are down 43.4% from March and our most popular tweet was on the April Poetry Slam. Our most popular Instagram post was also on the April Poetry Slam.

Stats

Apr-19	Adult	Juvenile			
Promotional Activities					
Fliers	1	8			
Newsletters	4	5			
Press Releases	1	1			
Social Media Post	58	77			
Digital Graphic/image	5	5			
Blog Post	4	4			
Print Graphic/Handout	3	1			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1731	1437	923	160	11819

Ad

Mentions/Links

City’s April eNewsletter featured AARP Tax Prep: <https://myemail.constantcontact.com/Volunteer-in-April--National-Volunteer-Month--at-One-of-these-White-Plains-Organizations-----APRIL-2019-NEWSLETTER.html?soid=1109296406078&aid=vUNGSMcZZrA>

Journal News article on Grandpas United:

<https://www.google.com/url?rct=j&sa=t&url=https://www.lohud.com/story/news/local/westchester/w-hite-plains/2019/04/15/white-plains-grandpas-group-finding-its->

[groove/3409783002/&ct=ga&cd=CAEYACoTOTQ3NjA1Mzc4NTQxMjM4NDQ5ODIcNmY5YjlyMGU4MjBkYTFjZjpb206ZW46VVM6Ug&usg=AFQjCNGdRmT6ArcLC3nHAAkY6dbmVQpGWg](https://www.lohud.com/story/news/local/westchester/white-plains/2019/04/26/white-plains-library-plaza-construction-trees-gardens/3553877002/?fbclid=IwAR0wnLgMifi_nJLaj-ODjjQ43xK3HyrbEXKoFuBvBfMTSwkMMwONOWTfZVA)

Journal News Library Plaza article: https://www.lohud.com/story/news/local/westchester/white-plains/2019/04/26/white-plains-library-plaza-construction-trees-gardens/3553877002/?fbclid=IwAR0wnLgMifi_nJLaj-ODjjQ43xK3HyrbEXKoFuBvBfMTSwkMMwONOWTfZVA

Mayor Roach tweeted photos from Week of the Young Child and Library Workers Day:
<https://twitter.com/wpmayorroach/status/1115694444592939008>
<https://twitter.com/wpmayorroach/status/1115702694478585858>