

May 2019 Media Report – Kristen Thornton-De Stafeno

- Finalized and shared eVanced and flyer request deadlines for July 2019-June 2020.
- Updated Kathy D’s business card.
- Designed and finalized 2 summer reading game boards for Trove.
- Designed and finalized Trove summer survey for parents.
- Began report on eNewsletter click-through stats.
- Updated Libby guide for printing.
- Began editing graded summer reading lists.
- 16.76% average open rate on all newsletters sent out this month, showing a 1.1% decrease from April; 1.9% average click rate on links in newsletter this month, showing no change from April. We gained 50 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 99% from April, and our post engagement is down 32%. Our most popular Facebook post was on the Colombian Consulate coming in June. Our tweet impressions are up 51.4% from April and our most popular tweet was on the Memorial Day closings. Our most popular Instagram post was also on the AR Sandbox.

Stats

May-19	Adult	Juvenile			
Promotional Activities					
Fliers	5				
Newsletters	7	7			
Press Releases					
Social Media Post	70	87			
Digital Graphic/image		2			
Blog Post	5	5			
Print Graphic/Handout	1	5			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1761	1444	955	161	11869

Ad

Mentions/Links

City’s May eNewsletter featured FCBD: <https://myemail.constantcontact.com/Great-Events-for-the-Whole-Family-all-Month-Long--Enjoy-----MAY-2019-CITY-OF-WHITE-PLAINS-NEWSLETTER.html?soid=1109296406078&aid=nDQdNV5g0Ag>

NY Metro Parents shared Teen Volunteer opportunities & other programs: <https://www.nymetroparents.com/article/teens-can-now-volunteer-at-white-plains-public-library-this-summer> <https://www.nymetroparents.com/article/dailyevents-May-15-2019-Westchester>