

June 2019 Media Report – Kristen Thornton-De Stafeno

- Created Summer Reading bookmark for the Edge.
- Distributed press release on Eastview visits.
- Designed and finalized business card for Beth Kava.
- Designed and finalized English and Spanish language versions of Trove reading lists for Pre-K through 6th.
- Designed and finalized Edge summer reading list for high school.
- Worked with contact from Argus on Summer of Making Press Release.
- Submitted Summer Reading info to City for feature on their website
- Began editing Rec & Parks Fall/Winter pages.
- Assigned Gregg Schigieli blog to volunteer Steven Cohn.
- 19.17% average open rate on all newsletters sent out this month, showing a 2.4% increase from May; 2.0% average click rate on links in newsletter this month, showing a .1% increase from May. We gained 14 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 73% from May, and our post engagement is down 62%. Our most popular Facebook post was on the Summer Reading titles in the Edge. Our tweet impressions are down 42.4% from May and our most popular tweet was on the Eastview visits. Our most popular Instagram post was on Austin O.’s Operating Systems session of Tech Tuesday.

Stats

Jun-19	Adult	Juvenile			
Promotional Activities					
Fliers	2	10			
Newsletters	5	8			
Press Releases		3			
Social Media Post	62	82			
Digital Graphic/image		1			
Blog Post	1	3			
Print Graphic/Handout	1	14			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1865	1455	976	160	11883

Ad

Mentions/Links

Eastview visits in the Examiner: <https://www.theexaminernews.com/white-plains-library-program-introduces-eastview-middle-school-students-to-the-edge/>

WAMC post on NYSERDA hearings at Library: <https://www.wamc.org/post/psc-run-public-hearings-plan-promote-renewable-energy-westchester>

City shared Summer Reading info: <https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=843>