

July/August 2019 Media Report – Kristen Thornton-De Stafeno

- Worked with contact from Argus to finalize Summer of Making Press Release.
- Updated City’s meetings calendar with Board meetings through June 2020.
- Registered 3 patrons via blog comments for Do Gooders.
- Finalized Rec & Parks Fall/Winter pages.
- Worked with Ellen O’Connell on Future is Female flyer.
- Sent Library programming info, schedule, and photos to Westchester Magazine for future issue on libraries.
- Designed and finalized Kindergarten Pathfinder brochure.
- Designed and finalized new eMaterials flyer for Edge.
- Edited One Book book group request form.
- Sent photos to Molly Ahearn for Annual Report.
- Assisted in editing Annual Report.
- Designed and finalized Edge summer reading list for high school.
- Added teen film series and Meet the author event with Ben Himmelfarb to eVanced.
- Worked with presenter Alan Steinfeld on Genealogy workshop flyer.
- Edited and finalized Trove Time cards for fall.
- 17.83% average open rate on all newsletters sent out July/August, showing a 1.4% decrease from June; 2.0% average click rate on links in newsletter in July/August, showing no change from June. We gained 64 subscribers over July/August.
- Facebook follows have increased while Twitter and Instagram followers have increased. Our Facebook reach is down 31% from June, and our post engagement is up 4%. Our most popular Facebook post was sharing photos of the Library Plaza that Mayor Roach posted. Our tweet impressions are down 7.9% from June and our most popular tweet was on Mary Calvi’s meet the author event. Our most popular Instagram post was on Abioseh Cole’s Poetry Slam performance.

Stats

	Jul-19				
	Adult	Juvenile			
Promotional Activities					
Fliers	6	1			
Newsletters	7	7			
Press Releases	1	2			
Social Media Post	79	85			
Digital Graphic/image	7	3			
Blog Post	7	2			
Print Graphic/Handout	1	2			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1847	1470	981	156	11917

Ad

	Aug-19	
	Adult	Juvenile

Promotional Activities					
Fliers		8			3
Newsletters		6			7
Press Releases		1			1
Social Media Post		65			72
Digital Graphic/image		7			3
Blog Post		6			2
Print Graphic/Handout					1
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1847	1476	991	155	11947

Ad
Mentions/Links

Zork was ArtsWestchester’s featured teaching artist for July and they shared the July Poetry Slam in their eNewsletter.

Go for Landing Film screening & Q&A was featured in Non-Profit Westchester’s August eNewsletter.

Cooling Center article from Journal News:

<https://www.lohud.com/story/weather/2019/07/19/heatwave-cooling-centers-westchester-rockland-putnam/1775132001/>

Mary Calvi program, Int’l Film Festival, Go for Landing Screening, One Book, and Trove Toy donations all featured in city August eNewsletter: https://myemail.constantcontact.com/Markets--Music--Movies-and-More---AUGUST-2019-CITY-OF-WHITE-PLAINS-NEWSLETTER.html?soid=1109296406078&aid=b21_7tqyS8c

Journal News Library Plaza article: <https://www.lohud.com/story/news/local/westchester/white-plains/2019/08/14/white-plains-library-renovations/2010242001/>

NYS Music shared info on JazzFest events at Library: <https://nysmusic.com/2019/08/29/internationally-renowned-musicians-coming-to-jazzfest-white-plains-september-11-15/>