

## September 2019 Media Report – Kristen Thornton-De Stafeno

- Worked with Mariel P. on 3 bilingual flyers for Trove outreach.
- Photographed library plaza grand opening and edited photos for blog.
- Worked with Ben Himmelfarb on Meet the author flyer & room arrangement.
- Worked with Dr. Alan Steinfeld on arrangements for Genealogy Workshop.
- Worked with Ellen O’Connell on arrangements for Future is Female sessions.
- Assisted in finalizing and printing Annual Report.
- 17.05% average open rate on all newsletters sent out in September, showing a .8% decrease from July/August; 3.1% average click rate on links in newsletter in September, showing a 1.1% increase from July/August. We gained 43 subscribers over September.
- Facebook follows have decreased while Twitter and Instagram followers have increased. Our Facebook reach is down 27% from July/August, and our post engagement is up 5%. Our most popular Facebook post was sharing the Library Plaza grand opening photo gallery. Our tweet impressions are up 60.5%% from July/August and our most popular tweet was as retweet of Cayne Letizia’s recommendation of our museum pass program. Our most popular Instagram post was on the grand opening of the plaza.

### Stats

Sep-19	Adult	Juvenile			
<b>Promotional Activities</b>					
Fliers	4	11			
Newsletters	6	7			
Press Releases	1	1			
Social Media Post	74	85			
Digital Graphic/image	45				
Blog Post	13	11			
Print Graphic/Handout					
<b>Social Media</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Instagram</b>	<b>Edge Instagram</b>	<b>Newsletter Subscribers</b>
Followers	1840	1493	1013	155	11990

Ad

### Mentions/Links

Cayne Letizia recommending our museum pass program:

<https://twitter.com/CayneLetizia/status/1178710879338139650>

Senator Stewart-Cousins tweeting about the grand opening of the plaza:

<https://twitter.com/AndreaSCousins/status/1173593635914485761>

NY Metro posted on our teen volunteer programs for fall:

[https://www.nymetroparents.com/article/white-plains-public-library-looking-for-teen-volunteers-this-fall?fbclid=IwAR1sDtBssHAOPgAOxkwvpeOY4NYYoH\\_v5TPOZtGdd-7EYDB-EqPbtHJolyo](https://www.nymetroparents.com/article/white-plains-public-library-looking-for-teen-volunteers-this-fall?fbclid=IwAR1sDtBssHAOPgAOxkwvpeOY4NYYoH_v5TPOZtGdd-7EYDB-EqPbtHJolyo)