

October 2019 Media Report – Kristen Thornton-De Stafeno

- Created business card for Caroline R.
- Worked with Ryan J. on digital content for Acorn TV launch.
- 16.8% average open rate on all newsletters sent out in October, showing a .25% decrease from September; 2.1% average click rate on links in newsletter in October, showing a 1.0% decrease from September. We gained 71 subscribers in October.
- Facebook follows have decreased while Twitter and Instagram followers have increased. Our Facebook reach is down 43% from September, and our post engagement is down 41%. Our most popular Facebook post was on the Acorn TV launch. Our tweet impressions are down 46.2% from September and our most popular tweet was on our October Poetry Slam. Our most popular Instagram post was on our new partnership with Con Ed.

Stats

	Oct-19	Adult	Juvenile			
Promotional Activities						
Fliers		3	6			
Newsletters		7	8			
Press Releases		1	1			
Social Media Post		70	83			
Digital Graphic/image		15				
Blog Post		7	1			
Print Graphic/Handout		0	0			
Social Media		Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers		1830	1501	1023	155	12061

Ad

Mentions/Links

Nonprofit Westchester featured the One Book teen film series in their eNewsletter

Cayne Letizia tweeted from Mock Battle of the Books and the Battle:
<https://twitter.com/CayneLetizia/status/1182087146301198336?s=20>

Superintendent Ricca tweeted from Grandpas United event:
<https://twitter.com/DrJosephRicca/status/1184088978603024386?s=20>

Latino U thanked us for partnership:
<https://twitter.com/LatinoUAccess/status/1186334441943261189?s=20>