

November 2019 Media Report – Kristen Thornton-De Stafeno

- Worked with Ryan J. on adding Book Discussion page to website.
- Worked on new Bag-a-Tales materials for Caroline R.
- Updated HotSpot & museum pass forms.
- 17.0% average open rate on all newsletters sent out in November, showing a .2% decrease from October; 2.1% average click rate on links in newsletter in November, showing no change from October. We gained 174 subscribers in November.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 49% from October, and our post engagement is up 3%. Our most popular Facebook post was on the Frozen party. Our tweet impressions are down 3.5% from October and our most popular tweet was on Ben & Elaine’s programs. Our most popular Instagram post was on the Frozen party.

Stats

Nov-19	Adult	Juvenile			
Promotional Activities					
Fliers	4	3			
Newsletters	4	4			
Press Releases	2	2			
Social Media Post	73	89			
Digital Graphic/image					
Blog Post	3	1			
Print Graphic/Handout	7	2			
Social Media					
	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1832	1513	1032	153	12235

Ad

Mentions/Links

Nonprofit Westchester shared our Job Postings

Altamont Enterprise shared info on Macmillan and mentioned our decision:
<https://altamontenterprise.com/11272019/e-book-pricing-poses-challenge-public-libraries>

Westchester Gov shared info on flag exhibit:
<https://twitter.com/westchestergov/status/1194339671649579010?s=20>

ES Boces tweeted about eNewsletter presentation at NYLA and shared our newsletter link:
<https://twitter.com/esuffolksls/status/1195059749315907584?s=20>

Gary Stern from LoHud shared info on our Macmillan decision:
<https://twitter.com/GarySternNY/status/1197615618381344768?s=20>