

December 2019 Report – Kristen Thornton-De Stafeno

- Worked with Ryan J. on editing new Book Discussion page on website.
- Ran & contacted book giveaway for patrons. 90 patrons responded.
- Worked on & sent out Foundation’s digital year-end annual appeal.
- Worked on YS newsletter layout for MailChimp.
- Designed new print newsletter form.
- Shared new Common Ground brochure design with LWV & YWCA.
- Created Score sign for elevators.
- Updated Trove Time card design for new Tiny Tots program.
- Started design for Tutor.com promotional card.
- Sorted giveaway responses on newsletter feedback (attached at end of report).
- Weeded spam email subscribers in MailChimp to get a more accurate open rate count.
- 13.5% average open rate on all newsletters sent out in December, showing a 3.5% decrease from November; 1.6% average click rate on links in newsletter in December, showing a .47% decrease from November. We lost 1418 subscribers in December, mainly due to deletion of spam accounts.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 28% from November, and our post engagement is down 67%. Our most popular Facebook post was on the Con Ed STEM mini-camps. Our tweet impressions are down 19.1% from November and our most popular tweet was on the Con Ed STEM mini-camps. Our most popular Instagram post was on #DoGood community art project in the lobby.

Stats

Dec-19	Adult	Juvenile			
Promotional Activities					
Fliers	2	4			
Newsletters	4	4			
Press Releases	1	1			
Social Media Post	72	86			
Digital Graphic/image		1			
Blog Post	2	2			
Print Graphic/Handout	2	2			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1841	1524	1040	152	10817

Ad

Mentions/Links

Guilderland Library Director mentioned us in his letter on MacMillan:

<https://www.spotlightnews.com/opinion/2019/12/11/letter-to-the-editor-keep-up-with-e-books/>

Newsletter Questionnaire Responses

What patrons like (# is times mentioned)

Event info: 67

Photo of the Week: 14

Informative: 9

Connected to Library/Community: 9

That it's weekly: 5

Brian's intro/Updates: 5

Wellness: 3

Around the Web article: 4

Simplicity: 4

Book Recommendations: 4

What patrons want to see

Happy the way it is/more of same: 24

More event info: 13

Staff recommendations books & movies: 11

More info on kids' events/books: 8

New/coming soon book update: 6

Staff profiles: 4

Book review: 4

Patron book recommendations/reviews: 3

Info on digital content: 2

Giveaways: 3

Senior events/info: 3

More photos: 3

More photos from library events: 2

Author profiles: 2

Volunteer opportunities: 2

Unique Comments on what they like

very inviting, colorful, really shows off how well rounded our library is !!!

It keeps me connected with the library and lets me know about events I might otherwise miss.

What I most enjoy about your eNewsletter are the many programs & events that are described in detail. I always open this e-mail to check on any events that may be of interest to me. I also enjoy the Photo of the Week that shows what a great & diversified place White Plains is to live in & work in. I appreciate the pride that my fellow residents take in our great city-and instead of complaining about it, these photos show that we also have much to brag about! For some reason I also like hearing from Brian Kenney-he always looks happy in his pics and it appears that he really loves his job!

The inclusion of programs and events at the library. I've registered for programs that I wouldn't have known about otherwise as I don't often check the website.

I love being informed about all the events that I otherwise wouldn't hear about. I also enjoy seeing the pictures from library events I attend with my children.

It's very reassuring to see such continuing interest in books and libraries.

Always something of interest for me.

everything. It keeps me informed and I take advantage of your wellness programs, learning more about the computer ie excel. And I met some nice people who live locally!

The newsletter covers everything.

It keeps me connected to a resource that is particularly important to mostly homebound person.

I am amazed at the variety of activities that are offered in the Community room. I like not only the event, but I also always meet new and old friends

Health/Language/Technology info/workshops...and programs /events for teens/children and recognizing that there is a need in White Plains...I have even passed along your e-letter/info to my church to post ...

Information like no other on White plains

The frequency and layout. It's easy to follow and doesn't give you so much info that you pass over it.

Always great to see how many educational workshops the library offers - White Plains Library is a tremendous resource for our community. Also love the photo of the week!

updates on issues (like the recent Macmillan ebook pricing change) and library events; important info like early voting dates

Unique comments on what they want to see

More personal features (e.g., staff profiles, staff picks, director's letter/blog/column, etc.) It could create more connection and engagement along with the upcoming activities. Thanks for the work you do. It makes a difference!

Updates on ways to access digital content (Libby, Overdrive, Hoopla, etc.) I'm a huge audio book listener, and I'd love to see more movies, etc. available remotely.

Links services provided and reminders such as how to reserve and check out ebooks and how to load them on Kindle or Nook.

Continue the good work you are doing and keep everyone informed!

Book recommendations for kids, teens, adults --- diff categories . Like a bestsellers list or staff favorite list.

More Stem mini camps for elementary school children.

Giveaways would be fun! It is so easy to do with the amount of free used books you receive for the book sale area in the cafe. OR how about a giveaway for a free beverage from the cafe. Also I would like to see patrons book picks-what they are reading & what they recommend.

Cooking corner with healthy Diabetics recipes

Book suggestions or reviews, perhaps a book club-like engagement. More links to learn more or sign up for events, more programs outside of business hours (I work full-time and can never come to programs during the work day).

maybe some library anecdotes from users

I would like to see some author spotlights to introduce me to new and noteworthy authors.

Focus on contents of various Library departments--music, teens, kids....

More Subscribers' photos. Not a lot of participation though I don't know how you increase it. I did send some photos for a number of consecutive weeks. Since then there is more participation. I am sure it is a coincidence. If you insist, however, I'll take credit for it. Seriously, it is nice to see photos from around WP. I hope more people contribute in 2020

How about some statistics - #of books borrowed; # teens that use the teen area; classes and attendance; etc.

More historical white plains info

A senior discussion group is one idea. I have also enjoyed your movies.

Intergenerational ideas. Article on how local libraries come under one WLS umbrella. Bios on just regular people and what the library means to them. Kid quotes. Interdenominational celebration of holidays.

As a caregiver it's sometimes difficult for me to get out, especially in the snow, so if there were a way for some of the programs to be seen online, or participation some other way, that would be helpful.

Job Postings/Upcoming Tests for City of White Plains, Monthly White Plains Meeting Schedule, Senior Citizen Information

Stress Help for the winter blaise. i.e crackling fire place with serving of hot chocolate and a good book...

Maybe you could highlight some of the adult English language learners and the dedicated volunteers who works with them. Or, maybe highlight the patrons who receive help preparing for the GED.

A monthly feature devoted to which authors have new books coming out. Also a monthly update on the top 20 authors & books on the NY Times book list.

More about changes in the White Plains area.