

January 2020 Media Report – Kristen Thornton-De Stafeno

- Finalized Common Ground Brochure.
- Reviewed blog content from Youth Services Dept., edited, and began posting to website.
- Finalized Trove Time card design for new Tiny Tots program.
- Took staff photos for website.
- Worked with Ryan J. on editing content for Meet the Staff page.
- Worked with Ryan J. on designing new eNewsletter signup page.
- Finalized new print eNewsletter signup form.
- Created EDGEucators job posting.
- Designed & edited Gala email with Nancy R.
- Updated Hotspot forms.
- Updated Program Evaluation form.
- Designed Program Proposal form.
- Designed layout and header for Youth Services eNewsletter.
- 18.6% average open rate on all newsletters sent out in January, showing a 5.1% increase from December; 1.8% average click rate on links in newsletter in January, showing a .2% increase from December. We gained 20 eNewsletter subscribers in January.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 28% from December, and our post engagement is up 30%. Our most popular Facebook post was a gif from our Sewing workshop. Our tweet impressions are down 44.7% from December and our most popular tweet was on the burst pipe. Our most popular Instagram post was also informing the public about the burst pipe.

Stats

Jan-20	Adult	Juvenile			
Promotional Activities					
Fliers	1	7			
Newsletters	5	6			
Press Releases	1	1			
Social Media Post	73	84			
Digital Graphic/image	8	20			
Blog Post	4	16			
Print Graphic/Handout	2	3			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1854	1530	1058	151	10846

Ad

Mentions/Links

City shared Holocaust Remembrance Day event:

<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=946>