

February 2020 Media Report – Kristen Thornton-De Stafeno

- Finalized Program Evaluation form.
- Continued working with Ryan J. on editing content for Meet the Staff page.
- Reviewed blog content from Youth Services Dept., edited, and updated website.
- Worked with Brian K. on publishing Census eNewsletter for City.
- Took staff photos for website.
- Updated EDGEucators job posting.
- 19.1% average open rate on all newsletters sent out in February, showing a .5% increase from January; 2.1% average click rate on links in newsletter in January, showing a .3% increase from January. We lost 1034 eNewsletter subscribers in February.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is up 14% from January, and our post engagement is up 69%. Our most popular Facebook post was on the filming taking place on 2/10. Our tweet impressions are up 6.1% from January and our most popular tweet was on Karyn D.'s book displays. Our most popular Instagram post was also on the Poetry Slam.

Stats

Feb-20	Adult	Juvenile				
Promotional Activities						
Fliers	9	8				
Newsletters	8	7				
Press Releases	1	1				
Social Media Post	78	97				
Digital Graphic/image	1	5				
Blog Post	6	14				
Print Graphic/Handout						
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1859	1539	1080	161	9812	

Ad

Mentions/Links

Patched wrote about the AT&T Code Heroes: <https://patch.com/new-york/scarsdale/harrison-library-begins-county-wide-code-heroes-classes>

Daily Voice wrote about the Census/interviewed Brian: <https://dailyvoiceplus.com/westchester/politics/westchester-residents-must-complete-census-for-vital-federal-dollars/784001/>