

## March 2020 Media Report - Kristen Thornton-De Stafeno

- Sent out the City's second Be Counted Census email.
- Began posting to City's social media accounts.
- Helped Ryan with edits to the new Website layout.
- Created and published virtual calendar email.
- Created and published virtual calendar blog post.
- Wrote and published a post exploring different tutorials on Lynda.com.
- Worked with Ryan on submission forms for Trove & Edge.
- 23.3% average open rate on all newsletters sent out in March, showing a 4.2% increase from February; 2.2% average click rate in March, showing a .1% increase from February. This Week on Martine March newsletters had a 27.7% average open rate in March; YS March newsletters had a 20.1% average open rate. We lost 78 subscribers in March.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is up 2700% (yes, you read that right) from February, and our post engagement is up 968%. Our most popular Facebook post was on the 3D printer donation (it reached 7,200 people). Our twitter impressions are up 143% from the previous month. Our most popular tweet was on all of our digital resources. Our most popular Instagram post was on the Library closing.

### Stats

March 2020	Adult	Juvenile
Promotional Activities		
Fliers	3	4
Newsletters	7	3
Press Releases	2	2
Social Media Posts	82	106
Digital Graphic/Image	15	28
Blog Post	11	25
Print Graphic/Handout	6	5

Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	1920	1595	1118	157	9734
Ad	1				

### Mentions/Links

Westchester Senior Voice article on library book groups:

<https://westchesterseniorvoice.com/community/learning-doing/library-book-clubs.html>

PW article on COVID impact on eBooks with quote from Brian:

<https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/82834-is-the-covid-19-crisis-a-watershed-moment-for-library-e-books.html>