

April 2020 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Worked with Zork, Ryan, and others to publish Teen group poetry prompt.
- Continued posting to City's social media accounts.
- Collected all Essential Workers photos for the City to share with WPH.
- Created a blog tracker with Josh C. for scheduling future posts.
- Created and published virtual calendar email.
- Created and published virtual calendar blog post.
- Wrote a post on folk music selections on Hoopla.
- Worked with Ryan on submission forms.
- Worked with Ryan on creating Virtual Book Display skin for the website.
- Continued regularly uploading YS content to YouTube.
- Collected staff photos for We Miss You post.
- Shared patron responses to We Miss You post.
- 20.7% average open rate on all newsletters sent out in April, showing a 2.6% decrease from March; 2.7% average click rate in April, showing a .5% increase from March. This Week on Martine April newsletters had a 23.1% average open rate showing a 4.6% decrease from March; YS April newsletters had a 17.0% average open rate, showing a 3.1% decrease from March. We gained 132 subscribers in April.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 25% from March, and our post engagement is down 32%. Our most popular Facebook post was our We Miss You post (it reached 2,800 people). Our twitter impressions are down 42% from the previous month. Our most popular tweet was the We Miss You photos. Our most popular Instagram post was also the We Miss You photos.

Stats

April 2020	Adult	Juvenile
Promotional Activities		
Fliers		
Newsletters	7	6
Press Releases	1	1
Social Media Posts	65	89
Digital Graphic/Image	25	45
Blog Post	16	67
Print Graphic/Handout		

Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	2	4		4	8

Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	1956	1628	1148	162	9866
Ad	1				

Mentions/Links

Ms. Magazine article mention on 3D printer donation:

<https://msmagazine.com/2020/04/03/were-doing-what-we-can-how-a-makeshift-network-is-filling-in-the-gaps-with-medical-supplies/>