

August 2020 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created and published September virtual calendar email.
- Continued regularly uploading YS content to YouTube.
- Worked on Qello & IndieFlix blog posts.
- Worked with Barbara W. on blog post for Short Story Discussion.
- Updated Kendi Sponsors Blog
- Uploaded and shared Suffrage video from Austin D.
- Worked with Karyn D. and Joshua C. to put together Kamala Harris OverDrive list.
- Worked with Karyn D. and Joshua C. to put together She Writes Graphic Novels list for OverDrive and blog.
- Worked with Karen C. from Mayor's office on Mayor's monthly newsletter and website edits for One Book, One White Plains.
- Updated the Mobile HotSpot forms.
- Created Linktr.ee accounts for both Instagram pages to allow us to share multiple links in our profiles.
- 19.7% average open rate on all newsletters sent out in August, showing a 0.1% decrease from July; 1.4% average click rate in August, showing a 0.3% decrease from July. This Week on Martine August newsletters had a 21.0% average open rate showing a 1.2% decrease from July; YS August newsletters had a 19.0% average open rate, showing a 1.7% increase from July. We lost 149 subscribers in August.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 51% from July, and our post engagement is down 56%. Our most popular Facebook post was on the charging stations after the power outages. Our twitter impressions are up 25.2% from the previous month. Our most popular tweet was on the charging stations after the power outages. Our most popular Instagram post was on our New Books layout.

Stats

August 2020	Adult	Juvenile
Promotional Activities		
Fliers	2	
Newsletters	5	2
Press Releases	1	
Social Media Posts	36	53

Digital Graphic/Image	14	20			
Blog Post	13	24			
Print Graphic/Handout	2				
Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	4	1		5	8
Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	2085	1659	1201	171	9444
Ad	0				

City shared One Book, One White Plains Book Group announcement and new Friday & Saturday hours on website and in September Newsletter:

<https://myemail.constantcontact.com/Census-2020-Reminder--JazzFest-Events--9-11-Remembrance-Program---City-of-White-Plains-Newsletter---September-2020.html?soid=1109296406078&aid=SBdYs43iRxw>