

October 2020 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created November virtual calendar email.
- Continued uploading YS content to YouTube.
- Created Kendi graphics for city's digital signage – confirmed they ran.
- Sent out press release on Kendi event
- Worked with Karyn D. on She Writes: Science blog post.
- Worked with Sharon R. on cookbook blog post.
- Worked on Horror Stories film/book blog post.
- Worked with Kristy B. on adding select events to Facebook calendar.
- Worked with YS staff on creating/uploading Day of the Dead virtual exhibit.
- Redesigned eNewsletter layout.
- Updated Kendi Registration Blog.
- Created PDF on career panels for schools.
- Reviewed text for Foundation page update.
- Gathered staff cookie recipes for blog post.
- Edited Raquel C.'s speech text for Día de los Muertos event.
- Ran Facebook ad for Raising Race Conscious Kids workshop.
- 17.4% average open rate on all newsletters sent out in October, showing a 0.3% decrease from September; 1.7% average click rate in October, showing no change from September. This Week on Martine October newsletters had a 19.2% average open rate showing a 0.8% increase from September; YS October newsletter had a 17.3% open rate, showing a 1.9% increase from the September newsletter. We lost 57 subscribers in October.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is up 127% from September, and our post engagement is up 7%. Our most popular Facebook post was on Jester Jim (it reached 8.2K people). Our twitter impressions are down 31.2% from the previous month. Our most popular tweet was on Grab&Go Kits. Our most popular Instagram post was on Ancestry @Home.

Stats

October 2020	Adult	Juvenile
Promotional Activities		
Fliers	0	0
Newsletters	6	1
Press Releases	1	
Social Media Posts	61	94

Digital Graphic/Image	25	32			
Blog Post	12	36			
Print Graphic/Handout	0	0			
Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	3				5
Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	2110	1690	1232	172	9207
Ad	1				

Patch.com shared multiple library events and blog posts (they share almost all of our blog posts now).

White Plains Girl Scouts shared events via Facebook.

West Margin Press shared an event via Facebook.

WLS shared many events on Facebook and Twitter.