

November 2020 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created December virtual calendar email.
- Continued uploading YS content to YouTube.
- Created new City signage notifying public that we were open.
- Created Library signage for building closure.
- Created & sent out press release on suspending browsing.
- Worked with Karyn D. on She Writes: History Nonfiction blog post.
- Worked with Sharon R. on cookie blog post.
- Worked on Hoopla Bonus Borrows blog post.
- Worked with Mariel P. on Food pantries blog post.
- Worked with Kristy B. on adding select events to Facebook calendar.
- Worked with Christiane D. on Grab & Go Adult Kits blog post.
- Worked with Erik C. on 3D Printer blog post.
- Worked with Caroline R. Austin O., Erik C., and Josh C. on December Coding blog post.
- Edited and published browsing suspension blog post.
- Shared archive of Book 'Em flyers with attendees.
- Reviewed and edited Foundation's Annual Appeal for MailChimp.
- Worked on Antiracism email.
- 24.5% average open rate on all newsletters sent out in November, showing a 7.1% increase from October; 2.3% average click rate in November, showing a 0.6% increase from October. This Week on Martine November newsletters had a 20.8% average open rate showing a 1.6% increase from October; YS November newsletter had a 18.7% open rate, showing a 1.4% increase from the October newsletter. The Foundation's Annual Appeal had a 20.2% open rate and a 0.6% click rate. The special Antiracism newsletter had a 51.9% open rate and an 8.1% click rate. We gained 848 subscribers in November.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is down 77% from October, and our post engagement is down 61%. Our most popular Facebook post was on our suspension of browsing (it reached 1.8K people). Our twitter impressions are down 52.1% from the previous month. Our most popular tweet was on the Election day closure notice. Our most popular Instagram post was on the Veterans Day closure.

Stats

November 2020	Adult	Juvenile
Promotional Activities		
Fliers	2	

Newsletters	6	1			
Press Releases	1				
Social Media Posts	28	36			
Digital Graphic/Image	16	25			
Blog Post	12	20			
Print Graphic/Handout					
Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	6	1			2
Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	2111	1701	1250	170	10055
Ad					

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

WLS shared many events on Facebook and Twitter.

City shared Browsing Closure info:

<https://www.cityofwhiteplains.com/DocumentCenter/View/%206471>

Portage & Main Press shared blog post:

<https://twitter.com/PortageMainPres/status/1331635769925103620?s=20>

Examiner shared info on Thanksgiving Grab & Go kit:

<https://twitter.com/ExaminerMedia/status/1329428365770694658?s=20>