

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

- Worked with Zork on sharing Poem a Day videos.
- Created January virtual calendar email.
- Continued uploading YS content to YouTube.
- Worked with Karyn D. on Best of Lists blog post.
- Worked with Karyn D. on She Writes: Short Stories blog post.
- Worked with Mariel P. & Tim B. on COVID-19 Testing sites blog post.
- Worked with Kristy B. on adding select events to Facebook calendar.
- Worked with Christiane D. on Slow Reading blog post.
- Published Staff favorites blog post with submissions.
- Published Vaccine Scams blog post.
- Published January Adult Tech blog post.
- Worked with Tim B. on 2020 Top Checkouts post.
- Edited browsing suspension blog post.
- Updated Yelp Hours.
- Worked on 1,000 Books Before Kindergarten flyer for Grab & Go kits.
- 19.9% average open rate on all newsletters sent out in December, showing a 4.6% decrease from November; 1.8% average click rate in December, showing a 0.5% decrease from November. This Week on Martine December newsletters had a 22.4% average open rate showing a 1.6% increase from November; YS December newsletter had a 20.0% open rate, showing a 1.3% increase from the November newsletter. The Foundation's campaigns had an 18.3% average open rate and a 0.3% click rate. We lost 58 subscribers in December.
- Facebook and Instagram followers have both increased. Our Twitter followers went down by 5. Our Facebook reach is up 43% from November, and our post engagement is down 6%. Our most popular Facebook post was on our Snow Day blog post (it reached 6.7K people). Our twitter impressions are up 9.1% from the previous month. Our most popular tweet was on Freegal. Our most popular Instagram post was on holiday closures.

### Stats

December 2020	Adult	Juvenile
Promotional Activities		
Fliers		1
Newsletters	8	1
Press Releases		
Social Media Posts		

Digital Graphic/Image	13	21			
Blog Post	8	31			
Print Graphic/Handout					
Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	3			2	5
Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	2143	1696	1265	173	9997
Ad					

City shared Vaccine Scam post:

<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1270>

Scarsdale10583 Shared COVID Testing sites post:

<https://scarsdale10583.com/section-table/30-neighborhood-news/8668-where-to-get-a-covid-test>

WLS Shared COVID testing sites post

ArtsWestchester shared our staff favorites post:

<https://twitter.com/ArtsWestchester/status/1339253146468675584?s=20>