

January 2021 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created and published February virtual calendar email.
- Continued uploading YS content to YouTube.
- Uploaded Battle of White Plains video to YouTube.
- Worked with Ryan on adding training/tech videos to website.
- Worked with Kristy B. on adding select events to Facebook calendar.
- Worked with Kristy B. on Jamie Novak Blog.
- Worked with Barbara W. on Short Story Discussion blog.
- Worked with Nancy R. on Nancy Pearl email.
- Worked with Kristy B. and Josh C. on Black History Month blog.
- Created and published Bridgerton readalikes blog.
- Scheduled Tiny Tales videos for Facebook and IGTV
- 19.6% average open rate on all newsletters sent out in January, showing a .3% decrease from December; 2.1% average click rate in January, showing a 0.4% increase. This Week on Martine January newsletters had a 21.7% average open rate showing a .7% decrease from December; YS December newsletter had a 17.1% open rate, showing a 2.9% decrease from the December newsletter. The Foundation's campaign had an 18.9% average open rate and a 0.7% click rate. We gained 193 subscribers in January
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is down 90% from December, and our post engagement is down 68%. Our most popular Facebook post was on our Amanda Gorman blog post (it reached 202 people). Our twitter impressions are down 27.2% from the previous month. Our most popular tweet was on the top checkouts of 2020. Our most popular Instagram post was on Nancy Pearl. YouTube views are up 114% this month with 1.8K views. Our most viewed video was Austin O's AcornTV Smart TV.

Stats

January 2021	Adult	Juvenile
Promotional Activities		
Fliers	0	0
Newsletters	6	2
Press Releases	1	1
Social Media Posts	35	39
Digital Graphic/Image	43	62
Blog Post	7	32

Print Graphic/Handout	0	0			
Outreach Activities	Email	Phone	Visits	FB/Insta MSG	Blog Comment
Community Contacts	7	3		3	1
Social Media	Facebook	Twitter	Instagram	Edge Insta	Newsletter Subscribers
Followers	2149	1697	1275	173	10190
Ad					

Patch shared nearly all of our blog posts this month.

Let's Move in Libraries shared StoryWalk on facebook and twitter:
<https://twitter.com/LetsMoveLibrary/status/1355176633653751814?s=20>

APL shared our Amanda Gorman post on twitter:
<https://twitter.com/AlbanyNYLibrary/status/1352313752063008770?s=20>

Waterstone of Westchester shared the Healthy Living program on twitter:
<https://twitter.com/WaterstoneWest/status/1349362824863092737?s=20>