

April 2021 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created and published 2 May virtual calendar emails.
- Continued uploading YS content to YouTube.
- Created events template for Instagram Stories.
- Worked on Stand Against Racism blog.
- Worked on Reading to End Racism Book Group blog.
- Worked with Kristy B. on Book Ya Ya blog.
- Worked on May LibraryReads blog.
- Worked on Libby magazine browsing tutorial video.
- Worked on new Bag-a-Tales templates for Raquel C. & Lauren L.
- Worked with Brian K. on Friends' spring News Notes.
- Worked with Brian K. & Tim B. on reopening blog.
- Worked with Mariel P., Tata C., & Ryan J. on Spanish SP survey.
- Worked with Barbara W. on Broadway blog.
- Worked with Austin D. on genealogy blog.
- Worked with Kristy B. on gardening events blog.
- Worked with Kristy B. on disinformation blog.
- Worked with Sharon R. on LinkedIn blog.
- Worked on Lynda.com blog.
- Scheduled Tiny Tales videos for Facebook and IGTV.
- Began working on a blog formatting guide.
- 18.6% average open rate on all newsletters sent out in April, showing a 0.6% increase from March; 1.5% average click rate in April, showing no change from March. This Week on Martine April newsletters had a 20.6% average open rate showing a 0.7% increase from March; YS April newsletter had an 17.7% open rate, showing a 0.2% increase from the March newsletter. We gained 81 subscribers in April.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is up 236% from March, and our post engagement is up 200%. Our most popular Facebook post was on the April Turtle Dance Music event (it reached 8.6K people). Our twitter impressions are up 55.2% from the previous month. Our most popular tweet was our reopening announcement. Our most popular Instagram post was on our reopening announcement. YouTube views are down 12% this month with 2.4K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

Stats

Apr-21	Adult	Juvenile				
Promotional Activities						
Fliers	1	0				
Newsletters	6	2				
Press Releases	1	1				
Social Media Post	56	81				
Digital Graphic/image	42	36				
Blog Post	10	27				
Print Graphic/Handout	1	6				
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment	
Community Contacts	16	3	0	4	10	

Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2222	1734	1330	175	13461
Ad					

Patch shared nearly all of our blog posts this month.

City shared reopening announcement on website and social media.

City shared Earth Day events in April newsletter.

City shared James McBride event in May newsletter.

ArtsW shared info on our Grab & Go Kits.