

## **June 2021 Media Report - Kristen Thornton-De Stafeno**

- Worked with Zork on sharing Poem a Day videos.
- Continued uploading YS content to YouTube.
- Created and published 2 July virtual calendar emails.
- Worked on new streaming movies blog.
- Worked on study rooms blog.
- Worked on Pride month blog.
- Worked on Summer Staff Picks blog
- Worked on Studio Collective Exhibit Reel for Instagram.
- Worked on Genealogy, Local History, and English Conversation blogs with Austin D.
- Worked on July Poetry Slam blog.
- Worked on Nathaniel Rich blog with Nancy R.
- Worked with Sharon R. on Bagel blog.
- Updated Mobile HotSpot forms.
- Updated Museum Pass forms.
- Worked on Bag-a-Tales stickers and graphics for Lauren L. & Tata C.
- Sent out New Initiatives Foundation email.
- Created and published special newsletter blasts on STEAM camps and Summer reading.
- Created Summer YS calendar for schools.
- Updated Book Discussion page.
- 18.9% average open rate on all newsletters sent out in June, showing a 0.6% increase from May; 1.1% average click rate in June, showing a 0.3% decrease from May. This Week on Martine May newsletters had a 21.8% average open rate showing now change from May; YS June newsletters had a 17.6% average open rate, showing a 1.3% increase from the May newsletter. We gained 191 subscribers in June.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is up 10% from May, and our post engagement is up 40%. Our most popular Facebook post was on the June Turtle Dance Music post (it reached 8K people). Our twitter impressions are up 22.6% from the previous month. Our most popular tweet was on our new hours. Our most popular Instagram post was a Reel on the current art exhibit. YouTube views are stable this month with 2.7K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

## Stats

Jun-21	Adult	Juvenile			
Promotional Activities					
Fliers	1	1			
Newsletters	7	4			
Press Releases	1	1			
Social Media Post	34	32			
Digital Graphic/image	16	25			
Blog Post	13	25			
Print Graphic/Handout		4			
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment
Community Contacts	16	8		5	4

Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2258	1727	1348	174	13853
Ad					

Patch shared nearly all of our blog posts this month.

City shared hour updates in July newsletter.

City posted updates on website:

<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1420>

City shared cooling center info:

<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1424>