

October 2021 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Friday poem videos.
- Continued uploading YS content to YouTube.
- Created and published 2 November virtual calendar emails.
- Worked with Kathlyn C. on Green Team website content.
- Worked on SF/Horror Audiobooks blog.
- Worked on Hispanic Heritage reading list blog with Mariel P.
- Worked on Horror book/movie pairings blog.
- Worked with Kristy B. on Forever YA Book Club blog.
- Worked with Mariel P. on U.S. Citizenship blog.
- Worked with Austin D. on genealogy blog.
- Worked on October LibraryReads blog.
- Created digital Scott Reintgen author visits flyer.
- Created Scott Reintgen Press Release.
- Created Mental Health for teens digital flyer.
- Created digital Project LIT tween book discussion flyer.
- Created digital December Book Bunch flyer.
- Created Forever YA Book Club digital flyer.
- Created 1,000 Books Before Kindergarten flyer.
- Created November combined YS & adult print events calendar.
- Created 1,000 books before kindergarten coupons.
- Updated Short Story Discussion flyer.
- Worked with Karyn D. on selecting titles for #BookTok Faves OverDrive collection.
- Worked on Strategic Plan Board presentation.
- Worked with Kathlyn C. on Green Business Presentation.
- Worked with Kristy B. on 2022 calendar deadlines.
- 20.8% average open rate on all newsletters sent out in October, showing a 3.6% increase from September; 1.6% average click rate in October, showing a 0.4% increase from September. This Week on Martine October newsletters had a 21.1% average open rate showing a 1.4% increase from September; YS October newsletter had a 20.4% average open rate, showing a 5.3% increase from the September newsletter. We gained 303 subscribers in October.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is down 10% from September, and our post engagement is down 76%. Our most popular Facebook post was on the October Miss Jolie event. Our twitter impressions are up 177.6% from the previous month. Our most popular tweet was on the October Poetry Slam. Our most popular Instagram post was on our Forever Young Adult Book Group. YouTube views are up this month with

3.0K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

Stats

Oct-21	Adult	Juvenile				
Promotional Activities						
Fliers	1	6				
Newsletters	5	2				
Press Releases	1	2				
Social Media Post	43	36				
Digital Graphic/image	15	5				
Blog Post	13	21				
Print Graphic/Handout	5	3				
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment	
Community Contacts	9	0	0	6	5	

Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2314	1756	1401	173	14621

Ad

Patch shared all of our blog posts this month.

WP Hospital shared Breast Cancer event on social media.