

November 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 December virtual calendar emails.
- Worked with Kathlyn C. and Brian K. on Green Business press release.
- Worked with Raquel C. and Tata C. on Diwali exhibit blog.
- Worked with Raquel C. and Tata C. on Holiday Kits blog.
- Worked on with Tata C. on Native American stories blog.
- Worked on Native American Heritage Month blog.
- Worked with Kathy D. on December Art Exhibit blog.
- Worked with Kristy B. on Forever YA Book Club blog.
- Worked with Erik C. on Science for Students blog.
- Worked with Erik C. on 3D Programming blog.
- Created new Library card design for adults.
- Worked with Marc Shanker on press release for his art exhibit.
- Created Holiday Grab & Go Kits flyer
- Created Forever YA Book Club digital flyer.
- Created December combined YS & adult print events calendar.
- Created Science for Students flyer.
- Worked with Karyn D. & Erik C. on Comics Plus recommendations.
- 24.2% average open rate on all newsletters sent out in November, showing a 3.4% increase from October; 1.0% average click rate in November, showing a 0.6% decrease from October. This Week on Martine November newsletters had a 26.1% average open rate showing a 5.0% increase from October; YS November newsletter had a 24.7% average open rate, showing a 4.3% increase from the October newsletter. We gained 140 subscribers in November.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is down 68% from October, and our post engagement is down 5%. Our most popular Facebook post was on our “Black Friday Deals.” Our twitter impressions are down 67.1% from the previous month. Our most popular tweet was on our Thanksgiving closings. Our most popular Instagram post was on our Black Friday “deals.” YouTube views are stable this month with 2.7K views. Our most viewed video was once again Austin O’s AcornTV Smart TV.

Stats

	Nov-21	Adult	Juvenile
Promotional Activities			
Fliers		1	2
Newsletters		5	3

Press Releases	3	1			
Social Media Post	28	36			
Digital Graphic/image	25	42			
Blog Post	8	16			
Print Graphic/Handout	2	3			
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment
Community Contacts	36	4	0	3	2
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2313	1758	1411	170	14761
Ad					

Patch shared all of our blog posts this month.

City shared Green Business Certification:

<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1527>