

December 2021 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Friday poem videos.
- Created and published 2 January virtual calendar emails.
- Worked on Holocaust Remembrance events blog.
- Worked on December LibraryReads blog.
- Worked with Kristy B. on Old Hollywood blog.
- Worked with Kristy B. on Emily X.R. Pan blog.
- Worked with Erik C. on winter tips blog.
- Worked with Mariel P. on COVID testing blog.
- Worked with Tata C. on Navidad blog.
- Worked with Christiane D. on Future is Female blog.
- Created Holocaust Remembrance flyer.
- Created January combined YS & adult print events calendar.
- Created 4 Project LIT flyers.
- Worked on 2 Annual Appeal emails
- 30.8% average open rate on all newsletters sent out in December, showing a 36.6% increase from November; 1.8% average click rate in December, showing a 0.8% increase from November. This Week on Martine December newsletters had a 33.5% average open rate showing a 7.4% increase from November; YS December newsletter had a 30.3% open rate, showing a 5.6% increase from the November newsletter. We gained 198 subscribers in December.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is up 645% from November, and our post engagement is up 412%. Our most popular Facebook post was on our December Break Week post. Our twitter impressions are up 337% from the previous month. Our most popular tweet was on Sharon's 2021 favorite read. Our most popular Instagram post was a Library at sunset photo I took. YouTube views are up this month with 3.3K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

Stats

Dec-21	Adult	Juvenile				
Promotional Activities						
Fliers	0	5				
Newsletters	7	2				
Press Releases	1	1				
Social Media Post	41	28				
Digital Graphic/image	26	18				
Blog Post	9	16				
Print Graphic/Handout	1	1				
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment	

Community Contacts	18	4	0	22	6
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Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2322	1770	1426	168	14959

Ad

Patch shared all of our blog posts this month.

City shared our Holocaust remembrance events in January newsletter:

<https://myemail.constantcontact.com/January-2022-City-of-White-Plains-Newsletter---Best-wishes-for-a-happy--healthy-new-year-.html?soid=1109296406078&aid=2NmzTeEZm2E>

The Examiner covered our Green Business Certification:

<https://www.theexaminernews.com/white-plains-public-library-gets-green-certification/>