

April 2022 Media Report - Kristen Thornton-De Stafeno

- Created and published 2 May virtual calendar emails.
- Worked on April LibraryReads blog.
- Worked with Mariel P. on Peruvian Consulate blog.
- Worked with Mariel P. on Upwardly Global job coaching blog.
- Worked with Josh C. on Harriet Tubman blogs.
- Worked with Austin D. on Political Redistricting blog.
- Worked with Austin D. on Anti-Asian Hate blog.
- Worked with Tata C. on Día blog.
- Worked on May Tech events blog.
- Worked on Small Houses blog.
- Worked on Harriet Tubman Vorperian blog.
- Created May combined YS & adult print events calendar.
- Worked with Erik C. on Grab & Go Tubman blog.
- Worked with Caroline R. on The Castle blog.
- Worked on Harriet Tubman events flyer.
- Worked with Nancy on Foundation emails.
- 31.1% average open rate on all newsletters sent out in April, showing a 0.9% decrease from March; 0.9% average click rate in April, showing 0.2% decrease from March. This Week on Martine April newsletters had a 36.6% average open rate showing a 1.7% increase from March; Foundation campaigns had a 28% open rate in April and a 0.7% click rate; YS April newsletter had a 31.7% open rate, showing a 3.3% increase from the March newsletter. We lost 33 subscribers in April.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is down 89% from March, and our post engagement is down 64%. Our most popular Facebook post was on the cricut workshop projects. Our twitter impressions are down 4% from the previous month. Our most popular tweet was on the cricut workshop projects. Our most popular Instagram post was Raquel's Tiny Tales video. YouTube views are up slightly this month with 2.5K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

Stats

	Apr-22	Adult	Juvenile
Promotional Activities			
Fliers		1	1
Newsletters		8	3
Press Releases		1	1
Social Media Post		24	33
Digital Graphic/image		18	42
Blog Post		13	20

Print Graphic/Handout	0	12				
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment	
Community Contacts	15	3	1	3	9	

Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2465	1785	1472	161	16004
Ad					

The City shared Tubman events and AARP Tax Aide schedule in April newsletter:
<https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1637>

Cerebral Palsy of Westchester shared photos of Lauren’s storytime:
https://twitter.com/CPWestchester/status/1516496794255036426?s=20&t=Nuqz-4_ix1D9QICyZwigg

 **CPWestchester** @CPWestchester · Apr 19 ...

Lauren Lichtenthal from the @WhitePlainsLib came to CPW’s United Preschool Center today to read aloud to the students about Earth Day and nature! What a fun and educational way to kick off our Earth Day activities this week. #EarthDay #InvestInOurPlanet

