May 2022 Media Report - Kristen Thornton-De Stafeno

- Created and published 2 June virtual calendar emails.
- Worked on May LibraryReads blog.
- Worked with Austin D. on local history blog.
- Created June combined YS & adult print events calendar.
- Worked with Erik C. on Doctor Strange blog.
- Worked on Summer YS calendar for schools.
- Worked on Forever YA flyer.
- Worked with Nancy on Foundation blog post.
- Worked on compiling newsletter click statistics.
- 34.3% average open rate on all newsletters sent out in May, showing a 3.2% increase from April; 1.0% average click rate in May, showing 0.1% increase from April. This Week on Martine May newsletters had a 36.3% average open rate showing a 0.3% decrease from April; YS April newsletter had a 34.1% open rate, showing a 2.4% increase from the April newsletter. We gained 381 subscribers in May.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is up 141% from April, and our post engagement is up 109%. Our most popular Facebook post was on the changes in The Castle. Our twitter impressions are up 0.5% from the previous month. Our most popular tweet was on the County Govt COVID survey. Our most popular Instagram post was Tata’s Tiny Tales video. YouTube views are down slightly this month with 2.2K views. Our most viewed video was once again Austin O’s AcornTV Smart TV.

Stats

<table>
<thead>
<tr>
<th>Promotional Activities</th>
<th>Adult</th>
<th>Juvenile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fliers</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Newsletters</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Press Releases</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Social Media Post</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td>Digital Graphic/image</td>
<td>15</td>
<td>32</td>
</tr>
<tr>
<td>Blog Post</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Print Graphic/Handout</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outreach Activities</th>
<th>E-mail</th>
<th>Phone</th>
<th>Visits</th>
<th>FB/Insta/Twit Msg</th>
<th>Blog Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Contacts</td>
<td>9</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>9</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Edge Instagram</th>
<th>Newsletter Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>2481</td>
<td>1789</td>
<td>1488</td>
<td>159</td>
<td>16385</td>
</tr>
</tbody>
</table>
The City shared Tubman events in May Newsletter

NYS Music shared JazzFest lineup: https://nysmusic.com/2022/05/12/jazzfest-white-plains-announces-2022-line-up/