

# **PUBLICITY SUMMARY**

## **COMMUNICATIONS DEPARTMENT**

March 2018

# Executive Summary (March)

## Public Relations

### Press Releases

Local Author events	03/08/2018
Design Concept for Jackson Branc	03/12/2018
Sam Quinones	03/13/2018
Call for Maker Exhibitors	03/23/2018

### Media Mentions

<a href="#">Print Media</a>	36 articles
<a href="#">Online Media</a>	39 articles
<a href="#">Broadcast Media</a>	3 interviews

### Other

Speaking Engagements	1
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## Marketing

### Paid Placements

Print Media	0 placements
Online Media	0 placements
<a href="#">Broadcast Media</a>	310 placements
<a href="#">Streaming Media</a>	176,018 impressions

### Out-of-Home Advertising

0

### Direct Mail & Distribution

<a href="#">Mobile Device SmartKit</a>	200 SmartKits
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## Digital Presence

### Social Media

<a href="#">Organic (Unpaid)</a>	68,198 reach
<a href="#">Paid Campaigns</a>	94,795 Reach   2,397 Results

### Online Platforms

<a href="#">Search Engine Advertising</a>	63,591 Impressions   2,048 clicks
<a href="#">Website</a>	46,790 visits   88,567 page views
<a href="#">Mobile App</a>	364 new downloads   3,608 active users

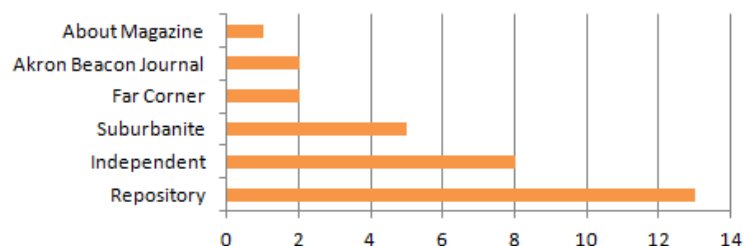
### Email Campaigns

<a href="#">All Patron</a>	130,843 emails
<a href="#">Cluster</a>	9,774 emails
<a href="#">Targeted</a>	7,292 emails
<a href="#">New Cardholders</a>	948 emails

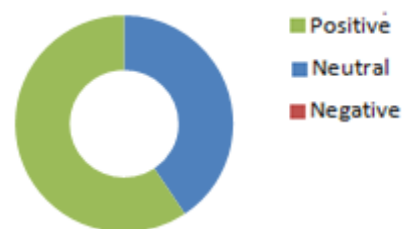
## PUBLIC RELATIONS

# Print Media Mentions

### Mentions by Publication



### Sentiment



### Stark County District Library offers community events to address opioid crisis

...resources and to discuss the seriousness of the opioid epidemic, the **Stark County District Library** is hosting a...

Source: *The Suburbanite* - 03/30/2018

### Things to do around the Summit County area

...narrative nonfiction books will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *The Suburbanite* - 03/30/2018

### Stark County District Library offers community events to address opioid crisis

...resources and to discuss the seriousness of the opioid epidemic, the **Stark County District Library** is hosting a...

Source: *The Suburbanite* - 03/30/2018

### Things to do around the Summit County area

...narrative nonfiction books will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *The Suburbanite* - 03/30/2018

### Stark County area calendar of events

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *The Suburbanite* - 03/30/2018

### Library to host Opiate Awareness Resource Fair on Saturday

...The **Stark County District Library** will hold an Opiate Awareness Resource Fair Saturday at its **North Branch**....

Source: *The Repository* - 03/28/2018

### **Area Easter egg hunts**

...Neighborhood Girl Scouts, Crosspoint United Methodist Church, and the **Jackson Township Branch Library**, in cooperation with the...

*Source: The Repository - 03/28/2018*

### **5 THINGS TO DO THIS WEEK**

...opiate epidemic in Ohio and the nation during the next installment of the **Stark County Library's** Dr. Audrey Lavin Speaking...

*Source: The Independent - 03/26/2018*

### **Newly independent readers will enjoy these**

...of Minnie and Moo is pure delight! Librarian's Choice Library: **Stark County District Library**, North...

*Source: The Repository - 03/25/2018*

### **Books and Signings**

...second in the Jack Sharpe political thriller series, 6 p.m. Thursday. **Stark County District Library** (Lake...

*Source: Akron Beacon Journal - 03/25/2018*

### **Stark County area calendar of events**

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

*Source: The Suburbanite - 03/23/2018*

### **School readiness at center of education symposium**

...than 500 educators and others who came to learn ways to better prepare **Stark** County's children to enter school. The **Stark**...

*Source: The Suburbanite - 03/23/2018*

### **March 28**

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

*Source: The Suburbanite - 03/23/2018*

### **AREA EASTER EGG HUNTS**

...Neighborhood Girl Scouts, Cross point United Methodist Church, and the **Jackson Township Branch Library**, in cooperation with...

*Source: The Independent - 03/23/2018*

### **Opioid event today at Sippo Library**

...The **Stark County District Library** will hold an event today about the opioid crisis, including local efforts to...

*Source: The Independent - 03/22/2018*

### **SPOT LIGHT**

...his beloved dad and confronting mortality, on March 29 at 6:30 p.m. at the **Lake Community Branch** of the *Stark*...

*Source: The Repository - 03/22/2018*

### **In Jackson, traditional meets new**

JACKSON TWP. Several ideas tested in the **Stark County District Library's** temporary home will be used when a permanent...

*Source: The Repository - 03/21/2018*

### **Out and About**

...**Stark Library** to say farewell to Tena Wilson as she moves on to Cleveland Public Library and to welcome Interim Executive Director Jean Duncan McFarren...

*Source: About Magazine – 03/19/2018*

### **Understand the Opiate Epidemic**

...**Stark County District Library** invites you for the next installment of the Dr. Audrey Lavin Speaking of Books Author Series...

*Source: The Far Corner – 03/19/2018*

### **Stark Library Debuts Concept Design for New Jackson Library**

...**Stark County District Library** is pleased to debut the new concept design for **the Jackson Township Branch library**. They were...

*Source: Far Corner – 03/19/2018*

### **CALENDAR**

...the Library: Sunday at the Symphony takes place from 2 to 2:30 p.m. at the **Stark County District Library** Jackson...

*Source: The Repository - 03/18/2018*

### **At the library**

...is required for the free program. To register, call 330-767-9939. **STARK COUNTY DISTRICT LIBRARY** 715 Market Ave. N,...

*Source: The Independent - 03/17/2018*

### **School readiness the center of first education symposium**

...Great Futures Committee consists of representatives from the Early Childhood Resource Center, the **Stark County District Library**...

*Source: The Suburbanite - 03/16/2018*

### **Summit County area calendar of events**

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

*Source: The Suburbanite - 03/16/2018*

### **5 Thinks To Do This Week**

...330-308-6400 or online at kent.edu/tusc/pac. 2 Listen at the Library The **Stark County District Library** and Canton...

*Source: The Independent - 03/12/2018*

### **Traditional meets new**

JACKSON TWP. Several ideas tested in the **Stark County District Library's** temporary home will be used when a permanent...

*Source: The Independent - 03/12/2018*

*The Repository - 03/12/2018*

### **4 THINGS TO DO TODAY**

...at the Library" series, with musicians performing at 10 a.m. at the **Jackson Township Branch** of the Stark County...

*Source: Akron Beacon Journal - 03/12/2018*

### **Books on kindness, courage**

...as they were in 1897 in coal country. Librarian's Choice Library: **Stark County District Library**, Plain...

*Source: The Repository - 03/11/2018*

### **Conference focuses on young learners**

...Great Futures Committee consists of representatives from the Early Childhood Resource Center, the **Stark County District Library**...

*Source: The Independent - 03/10/2018*

### **Legal Aid sets veterans clinic, workshops**

...Airport Drive, Green. ▪ Homeowner information class - 5 p.m. Thursday at **Stark County District Library**, 715 Market...

*Source: The Repository - 03/10/2018*

### **Those who touch lives of children**

...Great Futures Committee consists of representatives from the Early Childhood Resource Center, the **Stark County District Library**...

*Source: The Repository - 03/10/2018*

### **AN INSIDE JOB**

...after Memorial Day including melons, beans, corn and peppers. The **Stark County District Library** is offering free seeds...

*Source: The Independent - 03/05/2018*

### **CALENDAR: THINGS TO DO THIS WEEK**

...Township. Representatives from the Early Childhood Resource Center, **Stark County District Library** and Stark Education...

*Source: The Repository - 03/05/2018*

### **Get growing**

...after Memorial Day including melons, beans, corn and peppers. The **Stark County District Library** is offering free seeds...

*Source: The Repository - 03/05/2018*

### **Books on nature can inspire interest**

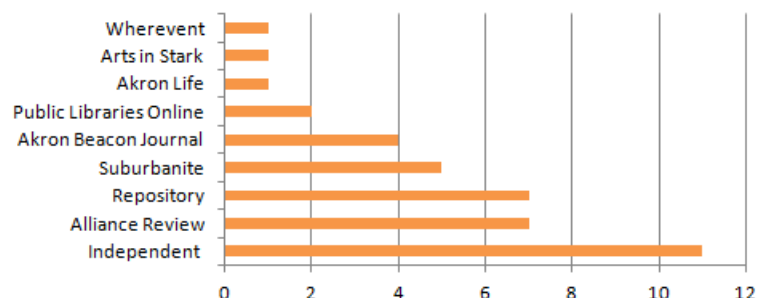
...the catalyst for future marine biologists. Librarian's Choice Library: **Stark County District Library**, Perry...

*Source: The Repository - 03/04/2018*

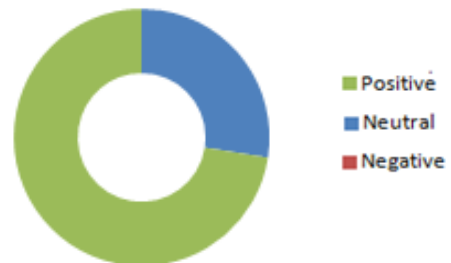
## PUBLIC RELATIONS

# Online Media Mentions

### Mentions by Publication



### Sentiment



#### [Things to Do, April 2: 'Dreamland' author](#)

...Canton Palace Theatre, followed by Q&A session and signing. It's part of **Stark Library's** Dr. Audrey Lavin Speaking of...

Source: *Akron Beacon Journal Online* - 04/01/2018

#### [A conversation with Sam Quinones](#)

...session and book signing. The free event is part of the **Stark County District Library's** Dr. Audrey Lavin...

Source: *The Independent Online* - 03/31/2018

*Repository Online* - 03/30/2018

*Alliance Review Online* - 03/30/2018

#### ['Makers' invited to library event](#)

...The **Stark County District Library** is inviting "makers" to participate in the 3<sup>rd</sup> annual Stark Mini Maker Faire...

Source: *The Independent Online* - 03/30/2018

#### [Stark County area calendar of events](#)

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *The Suburbanite - Online* - 03/30/2018

#### [Local books: Memoir of difficult childhood; events and signings](#)

... Events Canton Palace Theatre (605 Market Ave. N.) - Sam Quinones joins **Stark Library's** Dr. Audrey Lavin Speaking of...

Source: *Akron Beacon Journal Online* - 03/30/2018



### [Stark County District Library offers community events to address opioid crisis](#)

...**Stark County District Library** offers community events to address opioid crisis Thursday Mar 29, 2018 at 10:51 AM...

Source: *The Suburbanite - Online - 03/29/2018*

### [Things to do around the Summit County area](#)

...narrative nonfiction books will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *The Suburbanite - Online - 03/29/2018*

### [Book provides insight into opioid problem facing Ohio businesses](#)

...an exhaustive nonfiction account by noted journalist Sam Quinones. **Stark County District Library** is sponsoring the...

Source: *Alliance Review Online - 03/29/2018*

### [Swank leaves Alliance Habitat for Humanity](#)

...job wasn't as advertised," said Swank. She worked an internship at the **Stark County District Library** while still...

Source: *Alliance Review Online - 03/28/2018*

### [Parents invited to give input on Canton school issues](#)

...cafeteria, 1400 Broad Ave. NW. Tuesday (April 3) from 9 to 10:30 a.m. at **Stark County District Library** – North...

Source: *Repository Online - 03/28/2018*

### [Author Series: Sam Quinones](#)

**Stark County District Library** Author Series: Sam Quinones narrative nonfiction books will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

Source: *Akron Life & Leisure Magazine - Online - 03/28/2018*

### [Stark County Library News](#)

... 12:01 AM **East Canton Branch** 330-488-1501 eastcanton@starklibrary.org Women's Memoir Group, Tuesday, April 3, 11...

Source: *Alliance Review Online - 03/28/2018*

### [Library to host Opiate Awareness Resource Fair on Saturday](#)

...Subscribe to The Independent Event will be at **North Branch** of **Stark County District Library**...

Source: *The Independent Online - 03/27/2018*

### [Here are 5 things to do](#)

...opiate epidemic in Ohio and the nation during the next installment of the **Stark County Library's** Dr. Audrey Lavin Speaking of...

*Source: The Independent Online - 03/26/2018*

### [Local books, events and signings](#)

...**Stark County District Library** (**Lake Community branch**, 565 Market Ave. N., Lake Township) — David Giffels signs *Furnishing Eternity*...

*Source: Akron Beacon Journal Online - 03/22/2018*

### [Stark County area calendar of events](#)

...narrative nonfiction books, will speak as part of the author events for **Stark Library**. His most recent book addresses America's...

*Source: The Suburbanite - Online - 03/22/2018*

### [Opioid event Thursday at Sippo Branch Library](#)

...The **Stark County District Library** will host Opioids: Overview and Solutions in Stark County, a presentation and Q&A session to educate the community on the history of the opioid crisis...

*Source: Repository Online - 03/21/2018*

*The Independent Online - 03/21/2018*

### [2018 Easter egg hunts](#)

...Neighborhood Girl Scouts, Crosspoint United Methodist Church, and the **Jackson Township Branch** Library, in cooperation with the...

*Source: Repository Online - 03/20/2018*

### [Talk Of The Town](#)

...positions. If you're interested, you can pick up an application at the **Sandy Valley Branch** Library. East Sparta, Pike...

*Source: Alliance Review Online - 03/19/2018*

### [Stark County Library News](#)

Posted at 12:01 PM **East Canton Branch** 330-488-1501 [eastcanton@starklibrary.org](mailto:eastcanton@starklibrary.org) Women's Memoir Group, Tuesday, March 27,...

*Source: Alliance Review Online - 03/16/2018*

### [Here's what's happening at area libraries](#)

...is required for the free program. To register, call 330-767-9939. **STARK COUNTY DISTRICT LIBRARY** 715 Market Ave. N,...

*Source: The Independent Online - 03/15/2018*

### [Bike Check-Out: Coming Soon to a Library Near You?](#)

...got together with the library to create the collection. At the Portneuf District Library in Chubbuck, Idaho, East Fork Bikes, **Stark County District Library** (Ohio) – BikeSmart –

Source: *Public Libraries Online* - 03/14/2018

*Public Libraries Online* - 03/11/2018

### [School readiness at center of education symposium](#)

...Great Futures Committee consists of representatives from the Early Childhood Resource Center, the **Stark County District Library**...

Source: *The Suburbanite - Online* - 03/13/2018

### [Listen at the Library Begins Monday](#)

Listen at the Library, the collaboration between the **Stark County District Library** and Canton Symphony Orchestra, is set to...

Source: *Arts in Stark* - 03/12/2018

### [Here are 5 things to do](#)

...330-308-6400 or online at [www.kent.edu/tusc/pac](http://www.kent.edu/tusc/pac). Listen at the Library The **Stark County District Library** and Canton...

Source: *The Independent Online* - 03/12/2018

### [First drawings released for new Jackson library](#)

Posted at 4:56 AM Subscribe to The Independent The **Stark County District Library** has released drawings of its planned...

Source: *The Independent Online* - 03/12/2018

*Repository Online* - 03/12/2018

*The Suburbanite - Online* - 03/12/2018

### [Things to Do, March 12](#)

...at the Library" series, with musicians performing at 10 a.m. at the **Jackson Township Branch** of the Stark County...

Source: *Akron Beacon Journal Online* - 03/12/2018

### [Stark County Library News](#)

Posted at 8:19 PM **East Canton Branch** 330-488-1501 [eastcanton@starklibrary.org](mailto:eastcanton@starklibrary.org) Women's Memoir Group, Tuesday, March 20, 11...

Source: *Alliance Review Online* - 03/11/2018

### [Opioids: Overview and Solutions](#)

Event in Genoa **Stark County District Library** Thursday 22 March 2018, 18:00 till Thursday 22 March 2018, 19:30 Organized...

*Source: Wherevent - 03/10/2018*

### [Stark conference focuses on early education](#)

...Great Futures Committee consists of representatives from the Early Childhood Resource Center, the **Stark County District Library**...

*Source: Repository Online - 03/09/2018*

*The Independent Online - 03/09/2018*

### [Legal Aid sets veterans clinic, workshops](#)

...W. Airport Drive, Green. Homeowner information class – 5 p.m. Thursday at **Stark County District Library**, 715 Market Ave....

*Source: Repository Online - 03/09/2018*

### [Jump-start summer gardening by planting indoors](#)

...planted after Memorial Day including melons, beans, corn and peppers. The **Stark County District Library** is offering free...

*Source: The Independent Online - 03/07/2018*

*The Independent Online - 03/04/2018*

## **PUBLIC RELATIONS**

# **Broadcast Media**

### **WNPQ (30 minute interview with Suzie Thomas)**

**03/05/2018**

Marianna DiGiacomo and Jen Walencik discussed The Eco-Faire and seed bank with a guest from the OSU Extension office and shared information on the opiate resources, passports and the return of BikeSmart.

### **WHBC (10 minute interview with Gary Rivers)**

**03/19/2018**

Jean Duncan McFarren discussed the Jackson project and design reveal with Gary Rivers.

### **WHBC (30 minute interview with Gary Rivers)**

**03/28/2018**

Paula Mastroianni and Dee Rondinella discussed the upcoming Smart Party and shared the VR tools available at the library with Gary Rivers.

**PUBLIC RELATIONS**

## Speaking Engagements

**Canton Chamber Quick Connect**

**03/21/2018**

Jen Walencik discussed Sam Quinones' upcoming visit to the Palace and shared information on BikeSmart and passports.

MARKETING

## Broadcast Media Advertising

### Speaking of Books Sam Quinones Event

15 and 30-second radio ads were broadcast on four stations to promote the Sam Quinones event.

<b>WHBC-AM 1480</b>	54 spots	3.2 times/day (avg. frequency)	3/17-4/2
<b>WHBC FM Mix 94.1</b>	84 spots	4.9 times/day (avg. frequency)	3/17-4/2
<b>WKSU-FM 89.7</b>	40 spots	3.3 times/day (avg. frequency)	3/19-3/30
<b>WNPQ-FM 95.9</b>	44 spots	3.4 times/day (avg. frequency)	3/19-3/31

### Start Smart Early Literacy TV Spots

These bite-sized learning moments for caregivers run during the children’s weekday educational programming on Western Reserve PBS, to build up the library as an authority and free resource for literacy resources.

Spots airing four times per day M-F, 3/1-3/30

88 placements

Ten different 15-second spots are currently airing. View all the Start Smart TV spots at [YouTube.com/StarkLibrary](https://www.youtube.com/StarkLibrary).



MARKETING

# Streaming Media

## Pandora Internet Radio - Speaking of Books Sam Quinones Event

3/20-4/2


These are 30-second audio and image ads promoting the Sam Quinones event. When a listener clicks on the image ad, he/she is taken to the library website.

Impressions	154,888
Clicks	52
Reach	31,474 unique listeners
Frequency	4.92/week

*Impressions/Unique Listeners = Frequency.*

*Each unique listener heard our ad an average of 4-5 times per week.*

**AUDIO AD**



Stark Library invites you to join AWARD-WINNING JOURNALIST SAM QUINONES AS HE DISCUSSES THE NATIONAL OPIATE EPIDEMIC at the Canton Palace Theatre on APRIL 2ND. His book, Dreamland, explores the rise of black tar heroin and painkiller addiction in the U.S. and its DEVASTATING IMPACT ON COMMUNITIES. This Speaking of Books author event is presented by Stark Library in partnership with the Herbert W. Hoover Foundation and with support from Stark MHAR. RESERVE YOUR FREE SEATS AT STARK LIBRARY DOT ORG..

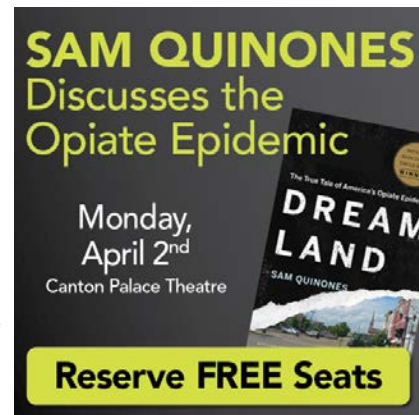


Image displayed during audio ad and during music

## YouTube – Jackson Branch Virtual Tour Video

3/20-4/3

A 3-minute “virtual tour” video of the new Jackson Township Branch design concept.

Impressions	21,130
Views (to 100%)	6,415
Clicks	41



Video ad for Jackson Branch Tour



## MARKETING

# Direct Mail & Direct Distribution

## Mobile Device SmartKits

The Mobile Device SmartKit features the Library's digital and mobile tech offerings including e-collection apps, tech help services (the new helpline phone number and 1-on-1 appointments), classes, wireless hotspots and wireless printing, and also includes a pen/stylus and microfiber wipe.

Distributed at branches and events

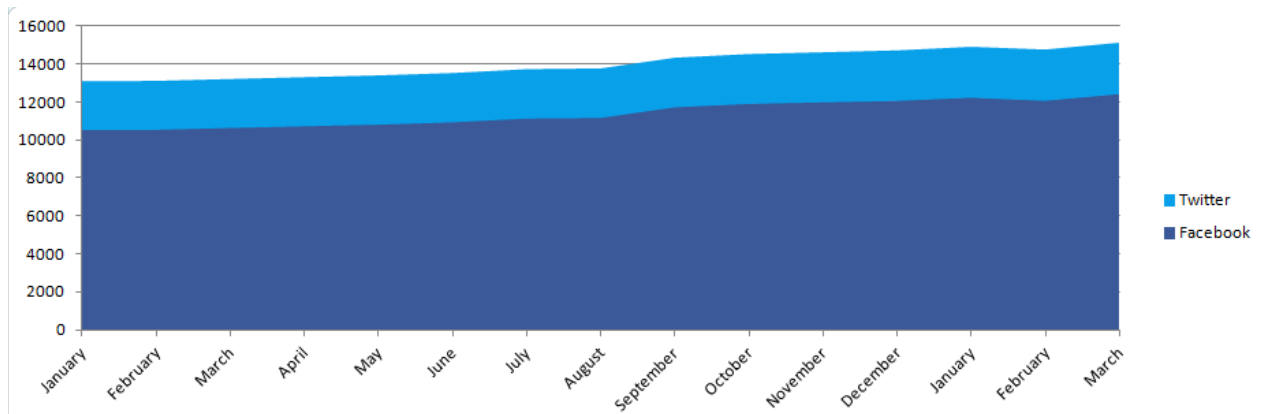
200



# Social Media

## Followers

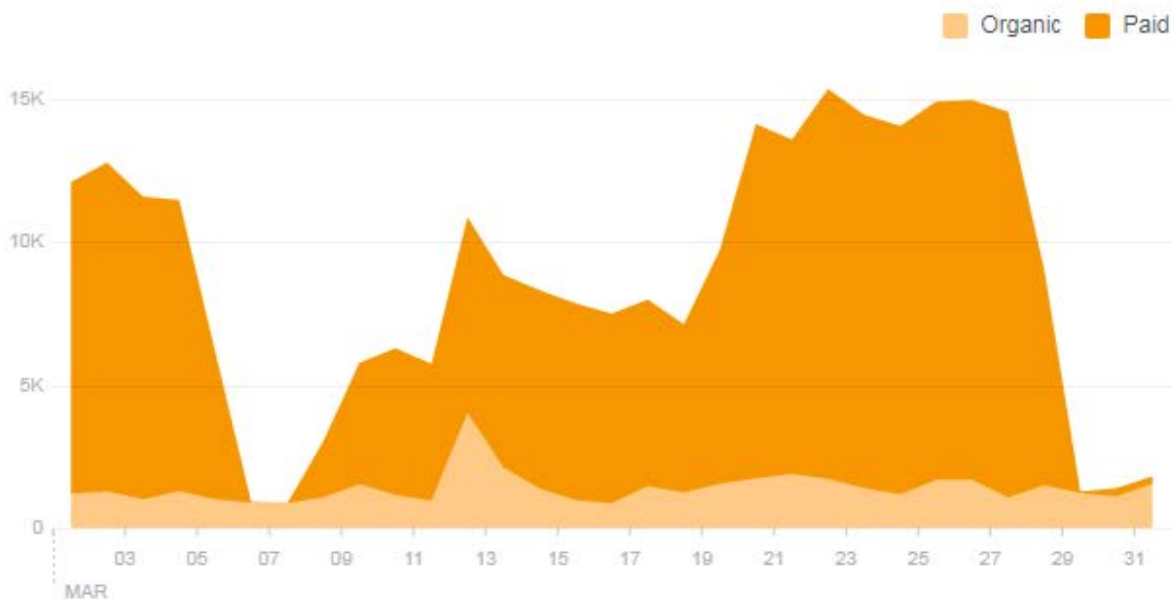
12,126 Facebook | 2,670 Twitter



## Facebook Reach and Engagement

Reach is a total of people who saw each library post. Engagements are when viewers interact by liking, commenting, or sharing a post. Organic is unpaid.

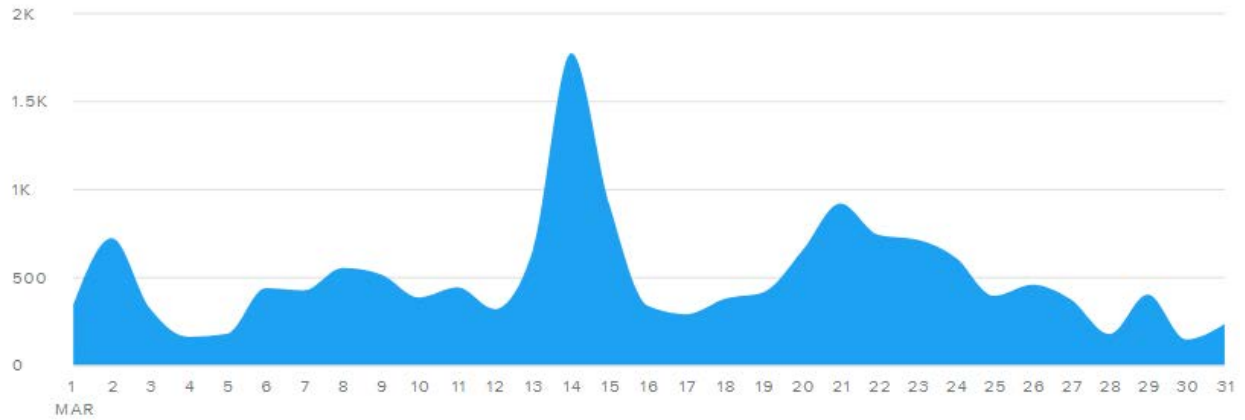
Monthly Organic Reach	52,876
Monthly Engagements	2,476



## Twitter Impressions and Engagement

Impressions are similar to views on a website: it refers to the number times library posts were seen. Engagements are when viewers interact by liking, commenting, or sharing a post. Organic is unpaid.

Monthly Organic Impressions	15,322
Monthly Engagements	96



# Paid Social Media Campaigns

94,795 Reach | 2,397 Results

## Mobile App Downloads (Facebook, Instagram, and Ad Network Websites/Apps)

Objective was to increase awareness and foster downloads of the new SCDL Mobile app.

Reach	33,079
Engagements	782
Results (Clicks to Website)	630

## Sam Quinones Event Promotion (Facebook, Instagram, and Ad Network Websites/Apps)

Objective was to promote and gather registrations for the Sam Quinones event.

Reach	60,271
Engagements	2,218
Results (Clicks to Website)	1,748

## Increase Followers (Facebook)

Objective is to reach new cardholders encouraging them to follow our Facebook page. Experience has shown that our followers engage more readily with further ad campaigns than the general population.

Reach	1,445
Results (Page Likes)	19

### Suggested Page



**Stark County District Library**

Sponsored

Our 4 bookmobiles visit over 90 locations, including schools, senior centers, day cares, and more!



Stark County District Library  
Library  
12453 people like this



**Stark County District Library**

Sponsored · 🌐



Find out the gripping history of the opioid crisis as award-winning journalist, reporter and author, Sam Quinones discusses his book Dreamland: The True Tale of America's Opiate Epidemic.



StarkLibrary.org

**Discuss the Opiate Epidemic with Author Sa...**

LEARN MORE

👍 🗨️ ❤️ 108

19 Comments 37 Shares



Like



Comment



Share

## DIGITAL PRESENCE

# Search Engine Advertising

These text-based ads are shown in search engine results based on our criteria. Using a strategy known as “long-tail”, we target searches that will generate results while avoiding competition that would increase the cost. When the user clicks on the ad, he/she is taken to the library website.

### Google Adwords – Sam Quinones

These are text ads shown in Google searches for the Dr. Audrey Lavin Speaking of Books Author Series event featuring Sam Quinones.

Impressions	10,255
Clicks	200

### Google Adwords – Collection Items

These are text ads shown in Google searches for keywords related to our collection items. Topics of focus include video games, radon detectors, electricity monitors, and more.

Impressions	37,411
Clicks	640

### Google Adwords – Misc. Events

These are text ads shown in Google searches for keywords related to our repeating events. Topics of focus include story times, book clubs, and pups and pages.

Impressions	3,575
Clicks	123

### Google Adwords – Services

These are text ads shown in Google searches for keywords related to our key services. Topics of focus include passports, Lynda.com, museum passes, early literacy, and the mobile device hotline.

Impressions	12,350
Clicks	1,085

## Become a Programmer | Free Courses from Experts | starklibrary.org

[Ad www.starklibrary.org/online-courses/programming](http://www.starklibrary.org/online-courses/programming) ▼

Free access to over 6000 courses in **programming**, web development and more.

Industry Expert Knowledge · Free Membership

## Speck Air Quality Monitor | Borrow a Monitor for Free

[Ad catalog.starklibrary.org/air\\_monitor](http://catalog.starklibrary.org/air_monitor) ▼

Reports on your **air quality** and feedback on changes. Check out your device today!

10 Convenient Locations · Borrow for Free

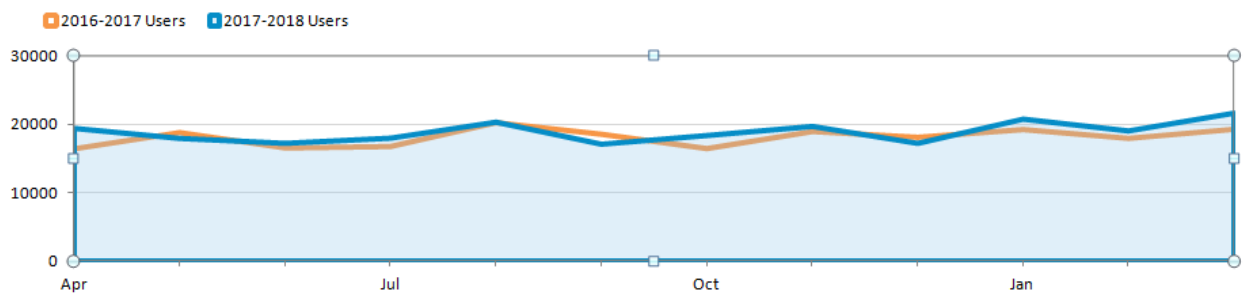
# Website

## Key Stats (*non-catalog views*)

Visits ( <i>a.k.a. sessions</i> )	46,790 (↑9.1% YOY)
Page Views	88,567 (↑9.6% YOY)
Pages/session	1.92 (↓3.2% YOY)
Average Session Duration	1m43s (↑12% YOY)

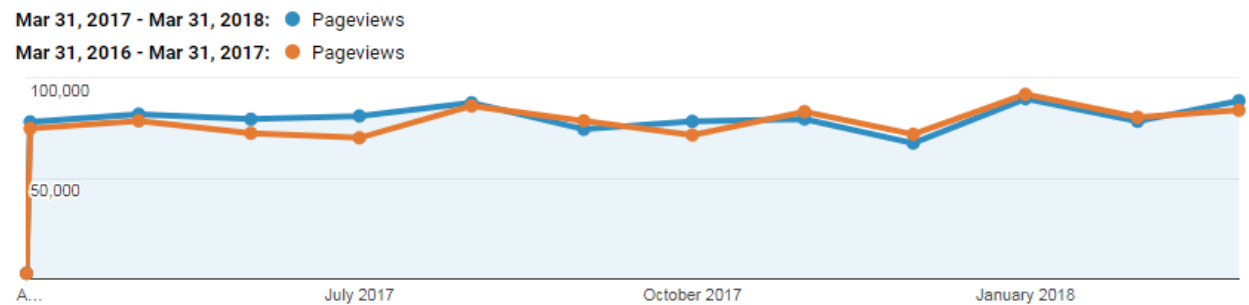
## Visitors Per Month

Current vs Previous Year



## Page Views Per Month

Current vs Previous Year



## DIGITAL PRESENCE

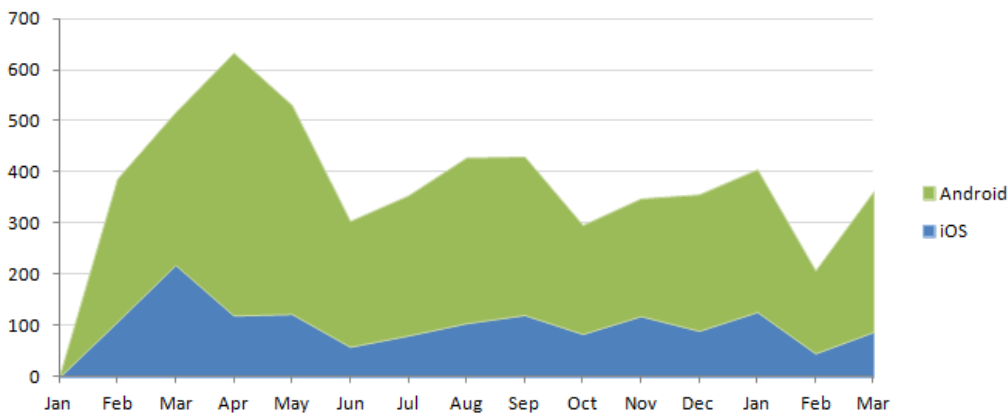
# Mobile App

Our new mobile app, advertised as “the Smart Store in your pocket”, launched February 15<sup>th</sup> 2017 and is available to download on the Apple or Google app stores. The app gives users another choice to search materials, manage holds and renewals, and register for events. Features like scanning ISBN barcodes, suggesting a purchase, and a virtual card for checking out at our express checks boost convenience too.

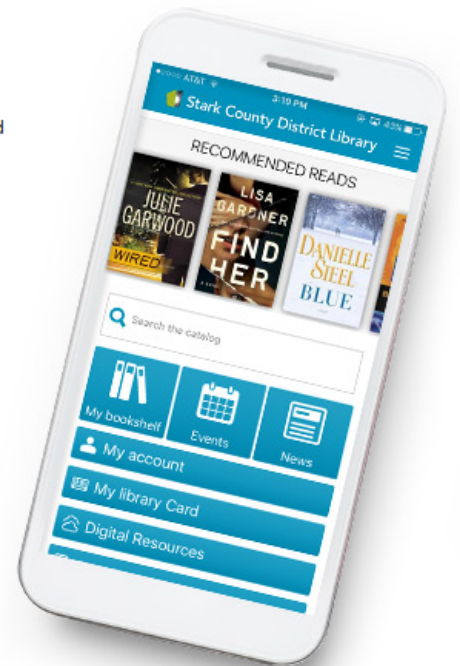
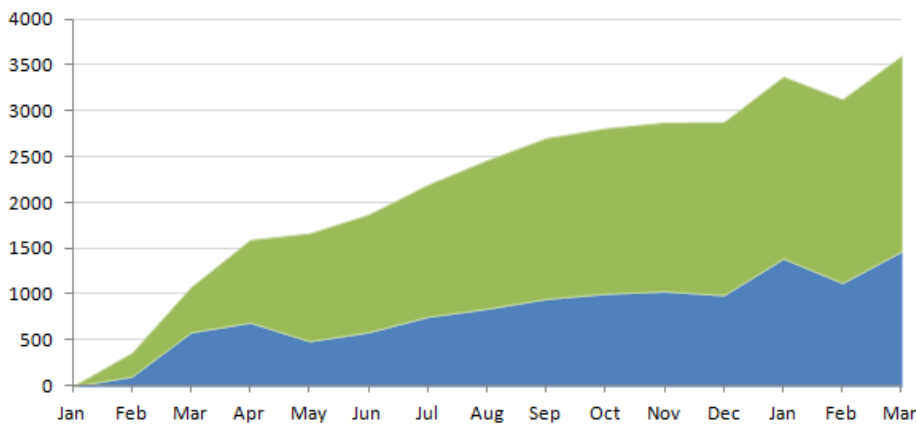
## Key Stats

Total Installs	5,586
New Downloads	364
Active Users this month	3,608

### Download Rate/Mo



### Total Active Users



## DIGITAL PRESENCE

# Email Campaigns

### All Patron: “New at The Smart Store”

A series of newsletters featuring events and services sent to all patrons twice a month.

Sent	130,843	
Opened	23,191	(17.7%) % of emails that were opened.
Clicks	1,457	(6.3%) % of opened emails where a link was clicked.

### Targeted: Jackson Branch Debut

A newsletter to Jackson patrons announcing the new branch design concept and virtual tour.

Sent	6,867	
Opened	4,395	(64%)
Clicks	938	(21%)

### Targeted: Geeks & Gizmos

A newsletter to donors announcing the Geeks & Gizmos fundraising party, encouraging them to register.

Sent	425	
Opened	353	(83%)
Clicks	9	(2.5%)

### New Cardholder Email Series

Seven welcome emails are sent to new patrons across a 12 week period, introducing them to many of the unexpected services the library offers.

Sent	948	
Opened	658	(69%)
Clicks	118	(18%)

### Cluster Email Series: Collections Promotion

This set of targeted emails is designed to promote new and featured collection items to subsets of our patrons based on their circulation habits. These emails target the Page Turners, Bedtime Stories, Double Feature, and Audiophiles clusters.

Sent	9,774	
Opened	3,738	(42%)
Clicks	587	(12%)

The screenshot shows an email header for Stark County District Library. The main content features a portrait of Sam Quinones and the cover of his book 'Dreamland: The True Tale of America's Opiate Epidemic'. The text promotes an event on Monday, April 2, at 6:30-8:30pm at the Canton Palace Theatre. It describes Quinones as an award-winning journalist and author of three narrative nonfiction books. A green button labeled 'Register for FREE Seats' is visible. Below the text are images of various library materials, including books like 'FURNISHING XTRANITY' and 'DAVID GIFFELS', and a tablet displaying a video.

Example of an All-Patron email advertising March promotions

The screenshot shows an email header for Stark County District Library. The main content features a photograph of the new Jackson Township Branch building. The text announces the debut of the concept design for the future home of the branch. It provides the location: northeast corner of Fulton Drive and Community Parkway, and mentions it will be part of a larger park renewal project. A video player is shown at the bottom of the email content.

Example of a targeted email about the new Jackson Branch