

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Denver
February 9 – 12, 2018

Topic: YALSAblog Manager Midwinter Report

Background: The mission of the YALSAblog (<http://yalsa.ala.org/blog/>) is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog Manager, Allison Renner, has provided a report below.

Action Required: Consent

Overview

YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*, as well as share companion pieces to YALS articles. Bloggers continue to cover YouthTruth reports and other relevant research surveys to relate them to library services. Three new regular bloggers have been recruited and bring fresh voices to the blog while covering necessary topics like accessibility and links between school and public libraries. Long-term bloggers have continued covering topics from *The Future of Service for and with Teens: A Call to Action* and the new competencies.

The last quarter of the year showed blog views falling significantly below last year's numbers. Bloggers and YALSA members are encouraged to promote posts on social media to get more readers, and we will try to find more ways to share and promote posts to increase views.

Statistics

Page Views

(From June to December)

June	12,663
July	10,329
August	13,846
September	12,123
October	12,968
November	13,509
December	10,973

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Comparison with same months, 2016

Top Posts: Second Quarter 2017

Looking to Create a Makerspace in your Library? Here are some ideas	2,491
12 Insta Easy Instagram Library & Literacy Promotion Ideas	1,589
Instagram of the Week – September 22	1,508
Teen volunteers at the library More stats	1,193
Adapted Books for Teens With Disabilities	1,058
Reaching Teens through Passive Programs	1,004
100 Books Before College	952
Teen Read Week 2017: Unleash Your Story	850
Middle School Monday: Making Use of a Middle School/Tween Advisory Board	715
How Libraries can Build Communities with Minecraft	670

Top Referrers: Second Quarter 2017

Search Engines	24,607
Google Search	22,882
Bing	919
Yahoo Search	574
duckduckgo.com	132
Facebook	2,480
pinterest.com	2,002

Twitter	1,791
ala.org	1,660
teenreadweek.ning.com	1,035
yalsa.ala.org	454
flipboard.com	281

Accomplishments

- Recruited three new regular contributors
- Posted companion pieces to relevant surveys from organizations like YouthTruth and related the information to library services to benefit library staff
- Continued to share companion pieces to YALS articles
- Shared guest posts from YALSA administration and committees
- Shared posts from the AASL/ALSC/YALSA Interdivisional Committee
- Shared posts about ALA Midwinter in Denver from the Local Arrangements Committee

Challenges

- Keeping bloggers active and engaged with writing relevant posts
- Having bloggers engage with posts by commenting
- Promoting posts on social media for wider exposure

Six Month Plan

- Work with the Advisory Board to develop an Editorial Calendar for 2018 (Early 2018)
- Look into popular posts and see what relevant information bloggers can post about (Ongoing)
- Work with bloggers to include images in posts (Ongoing)
- Encourage bloggers to comment on others' posts and share on social media (Ongoing)
- Work with the Blog Advisory Board to develop sample posts to serve as blogger training/orientation (Fall)
- Post timely, helpful information for teens and library staff as the country's social climate changes (Ongoing)
- Recruit more regular bloggers (Ongoing)
- Reach out to library staff for guest posts (Ongoing)
- Reach out to community organizations and leaders who work with teens and ask for guest posts (Ongoing)
- Continue to have bloggers write companion pieces to YALS articles (Ongoing)
- Continue to work with The Hub Member Manager to make sure blogs are working well together and cross posting (Ongoing)
- Continue to reach out to YALSA committees to see if they are interested in sharing what their committee is working on (Ongoing)