

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 22 – 26, 2018

Topic: YALSAblog Manager Report for Annual

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. Two new regular bloggers and three semi-regular guest 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, as well as social justice issues that affect teens and libraries.

The last quarter of the year showed blog views falling significantly below last year's numbers. Bloggers and YALSA members were asked to promote posts on social media to get more readers. As a result, the first half of 2018 showed a significant growth in page views compared to the last quarter of 2017. Sharing posts and submitting high quality posts and guest blogs is still greatly encouraged to help get page views back up to what they have been previously.

Statistics

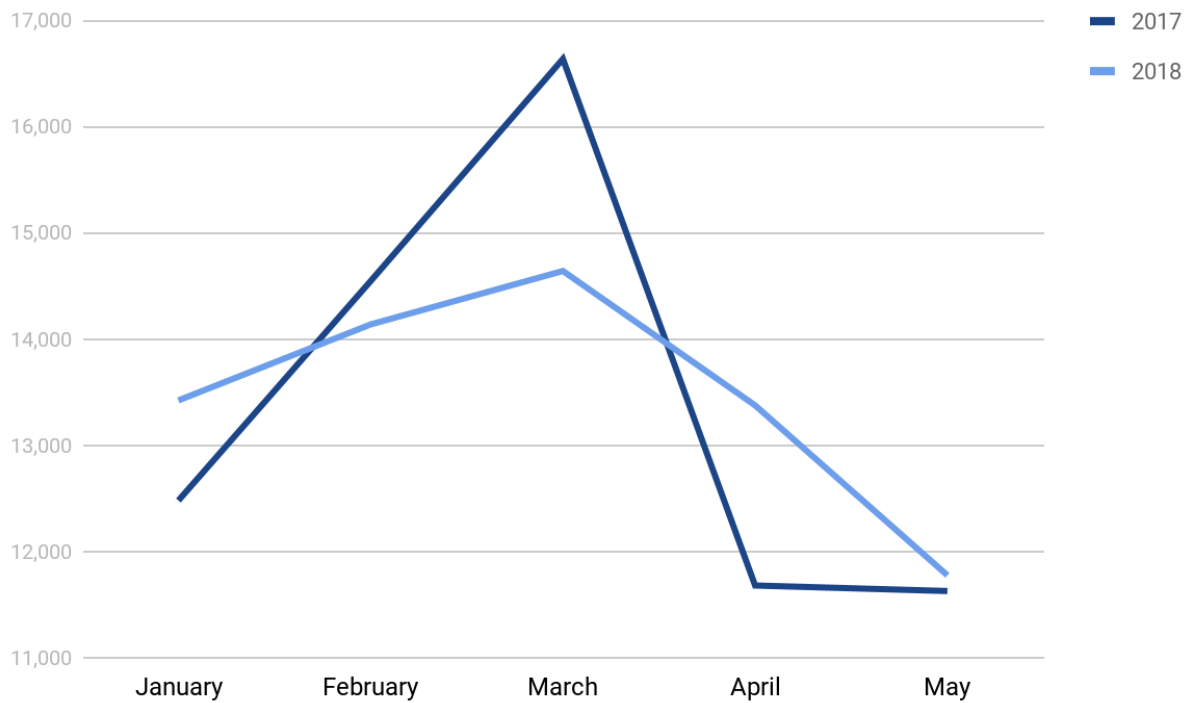
Page Views

(From January to May)

January	13,422
February	14,137
March	14,640
April	13,375
May	11,776

Comparison with same months, 2017

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Top Posts: First Half 2018

Looking to Create a Makerspace in your Library? Here are some ideas	1,693
Future Ready with the Library Cohort 3 Time to Apply	1,577
12 Insta Easy Instagram Library & Literacy Promotion Ideas	1,275
End of the School Year Library Procedures	882
Teen volunteers at the library	609
Adapted Books for Teens With Disabilities	514
Teen Services Competencies for Library Staff Webinar: Teen Growth and Development	469
30 Days of Social Justice: Why the #OwnVoices Movement is Crucial for Young Readers	423
100 Books Before College	399
Impact of teen friendships in an age of technology	340

Top Referrers: First Half 2018

Search Engines	13,985
Google Search	13,766
Bing	109
Yahoo Search	39
ala.org	1,404
Facebook	733
Twitter	702
Pinterest.com	573
yalsa.ala.org	277
android-app	247

Accomplishments

- Recruited two new regular contributors
- Recruited three new semi-regular guest posters
- Advisory board went through YALSAblog and YALS archives to see what topics haven't been addressed for some time
- Advisory board helped create an editorial calendar, including evergreen content that can be addressed every year
- Collaborated with the Hub manager to brainstorm topics that can be cross-posted to bring attention to both YALSA blogs
- Reached out to bloggers who haven't been active to gauge interest level
- Recommend hand-picked topics for certain bloggers based on their interests
- Shared guest posts from YALSA administration and committees
- Shared posts from the AASL/ALSC/YALSA Interdivisional Committee
- Shared posts about ALA Annual in New Orleans from the Local Arrangements Committee

Challenges

- Bloggers are not remaining active
- Bloggers not replying to the bi-weekly topic emails and committing to writing
- Bloggers not engaging with posts by commenting
- Promoting posts more on social media for wider exposure

Six Month Plan

- 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)

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- Continue to reach out to YALSA committees to see if they are interested in sharing what their committee is working on (Ongoing)