

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 7 - 11, 2011

Topic: Blog Manager Midwinter Report

Background: The mission of the YALSA Blog is to provide a virtual space for publishing information about time sensitive issues and to provide a forum for members and the library community to discuss matters relating to serving teens through libraries. YALSA's Blog Manager, mk Eagle, has provided a report below.

Action Required: Consent

Blog Manager's Report

Since Annual 2010:

The blog has added several new weekly features. These include the App of the Week and Tweets of the Week, both initiatives spearheaded by Linda Braun. Since our core of reviewers started the App of the Week feature, School Library Journal has also added app reviews—previously unheard of in the youth library blogosphere.

Heather Booth, chair of the Young Adult Literature Symposium Task Force, managed a small group of bloggers (including several authors new to the YALSA blog) to cover sessions and events in Albuquerque. This model should serve the blog well in moving forward with conference and larger event coverage, which had previously been difficult due to the extremely scheduled nature of these events.

We named Matthew Moffett as our new Podcast Manager for the blog. Matt will post at least one podcast a month and his name will be added to the blog masthead. With a strong background in audio and proven contributions to YALSA in the past, Matt is an extremely welcome addition to the blog in this new role.

Although usage of the blogger calendar has increased, largely thanks to regularly scheduled posts, communication among bloggers remains a concern. We have discussed the possibility of holding more regular blogger trainings, possibly in ALA connect, beyond the (often sparsely attended) meetups at Midwinter and Annual.

The blog manager has been working with Sarah Debraski, manager of The Hub, to ensure that these two blogs maintain their distinct styles and audiences while working together to effectively promote the fine work of YALSA bloggers.

Statistics Snapshot:

Page views:

YALSA Board of Directors – Midwinter 11
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June: 13,352	June 09: 8,928
July: 12,074	July 09: 14,876
August: 8,617	August 09: 9,958
September: 10,473	September 09: 13,625
October: 11,064	October 09: 14,237
November: 11,395	November 09: 13,388

Top referrers this quarter:

Twitter 953
YALSA news & events 764
YALSA Teen Read Week 554
YALSA homepage 327
Domestic Violence & Sexual Assault: Film & TV 161 (new this quarter; links directly to L. Lee Butler's post on Twilight and domestic abuse)

How they found us this quarter (top search terms):

yalsa blog 618
yalsa 213
teen tech week 2011 102
2011 election results 79
wrestlemania reading challenge 74

Respectfully submitted, mk Eagle

Additional Resources:

- “Digital Advertising: It’s Hot and Cold” (Assoc. & Media Publishing, Oct. 2010)
<http://tinyurl.com/2d5y6ok>
- “Four Es of Great Blogging,”(Assoc. Media & Publishing, Feb. 2010)
<http://tinyurl.com/2db2tew>