

YALSA Board of Directors
 Midwinter Meeting, Virtual
 January 15th, 2022

Communications Report – Midwinter 2022

MARKETING/ADVERTISING

- Marketing efforts between Annual 2021 and now have focused on YALSA’s book awards and lists, member awards and grants, volunteer opportunities, webinars, and the YA Symposium.
- As of December 21, YALSA has 51K followers on Twitter and 16.8K followers on Facebook.

PERIODICALS

- **The YALSA e-news**
 - The average open rate so far is 27.9% with an average click rate of 6.5%.
- **YALS**
 - 52 subscribers

Readership Facts & Statistics

Issue	Total Issue Visits	Total pageviews	Unique pageviews
Summer 2020; Vol. 18 N.4	742	5,595	3,377
Fall 2020; Vol. 19 N.1	1,914	19,897	13,047
Winter 2021; Vol. 19 N.2	1,016	7,672	4,733

- **The Hub Pageviews**

	June	July	Aug	Sept	Oct	Nov	Dec
2021	21,768	19,067	18,707	26,583	21,892	20,126	17,349

- **YALSAblog Pageviews**

	June	July	Aug	Sept	Oct	Nov	Dec
2021	4,540	4,556	4,602	5,203	5,104	5,582	4,402

- *Journal of Research on Libraries and Young Adults (JRLYA)*
 - A new issue is currently in the copyediting stage.

	June	July	Aug	Sept	Oct	Nov	Dec
2021	2,572	2,010	2,024	2,766	3,337	2,647	-

PUBLIC RELATIONS

- Since Annual 2021, YALSA has issued 16 press releases on topics such as YALSA book awards and lists, member awards and grants, Teens' Top Ten, volunteer opportunities, YALSA's YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS

- The Teen Competencies publication's tentative publication date is Fall 2022.

WEBSITE

- **June 2020 – December 2020: 708,288**
- **June 2019 – December 2019: 795,776**