

**YALSA Board of Directors
Midwinter Meeting, Seattle
January 25-29, 2019**

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. New regular bloggers and guest bloggers have been recruited and bring fresh voices to the blog while covering necessary topics like programming and bridging the gap between school and public libraries. Content relating to YALSA governance is being posted as submitted by board members and administration.

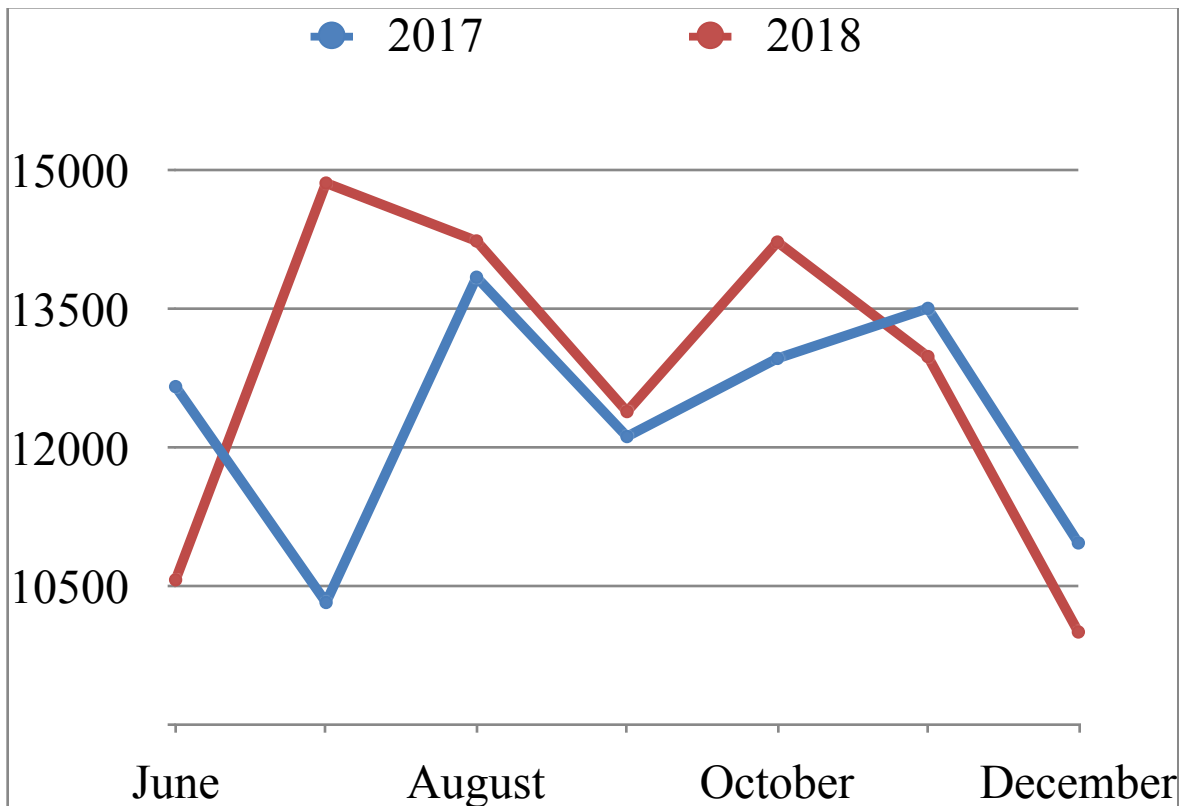
Statistics

Page Views

(From June to December)

June	10,574
July	14,864
August	14,238
September	12,393
October	14,226
November	12,988
December	10,010

Comparison with same months, 2017



Top Posts: Second Half 2018

12 Insta Easy Instagram Library & Literacy Promotion Ideas	3,725
Looking to Create a Makerspace in your Library? Here are some ideas	2,424
No, Forbes, Libraries Cannot be Replaced by Amazon	1,494
Adapted Books for Teens With Disabilities	1,239
Instagram of the Week - September 22	1,129
Teen volunteers at the library	1,013
Reaching Teens through Passive Programs	827
Impact of teen friendships in an age of technology	790
#act4teens: The Inclusive Library: More than a Diverse Collection: Part 1	542
An Interview with YALSA's New Executive Director, Anita Mechler	497

Top Referrers: Second Half 2018

Search Engines	29,680
Google Search	29,391
Bing	98
Yahoo Search	88
ala.org	1,957
Pinterest.com	1,921
Facebook	1,781
Twitter	1,180

teenreadweek.ning.com 627
yalsa.ala.org 333

Accomplishments

- Conducted and posted “5 Questions” interviews from board members
- Submitted writing samples from YALS and YALSAblog to the Writing Awards Jury
- Refreshed the YALS/YALSAblog tasklist for the YALSA board
- Recruited three new regular bloggers
- Recruited a guest contributor to commit to a year of blogging
- 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 Midwinter from the Local Arrangements Committee
- Helped hire a new member manager, Tess Wilson, to start in February
- Submitted quarterly chair reports

Challenges

- Bloggers 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 (Spring)
- 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)