

YALSA Board of Directors Meeting
ALA Annual Conference, Seattle
January 25 - 29, 2013

Topic: YALSAblog Manager Midwinter Report

Background: The mission of the YALSAblog 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. The YALSAblog Manager, mk Eagle, has provided a report below. This is mk's final report. Beginning Feb. 1, 2013, Wendy Stephens takes over as YALSAblog Manager.

Action Required: Consent

YALSAblog Manager's Report

Since Annual 2012:

-As of this writing, we've added 168 new posts since July 1st. As you'll see in the statistics below, 2012 has been a good year in terms of page views. We set a new record in October for the most page views in any month since the blog's creation in 2008.

-The new post protocols have been implemented smoothly, and the Advisory Board continues to monitor posts before publication for accuracy and appropriateness for the blog.

-The blog has put together several end-of-the-year posts, including another gift guide from the App of the Week bloggers, trends to watch for in 2013, and a forthcoming post on 2012's pop culture.

-We will once again join forces with The Hub to live-blog the Youth Media Awards announcements at Midwinter, with streaming video and an interactive live session. Because CoverItLive changed its pay structure, we have switched to Blyve as our live-blogging tool.

Statistics snapshot:

Page views:

July:	9,242	Jul. 11:	8,368
August:	10,807	Aug. 11:	10,339
September:	13,831	Sept. 11:	12,734
October:	16,454	Oct. 11:	12,085
November:	10,141	Nov. 11:	10,881
December 1-18:	5,765	Dec. 11 (entire month):	10,360

Top referrers this quarter:

Google Search	9,557	(Up from 8,841 last quarter)
Google Image Search	5,432	(Up from 2,067)
Twitter	1,521	(Up from 1,387)
search.ala.org	1,360	(Down from 1,548)
teenreadweek.ning.com	796	(New this quarter)

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

teen read week 2012	1,583	(New this quarter)
slender man	1,060	(New)
slenderman	735	(New)
teen read week	623	(New)
yalsa blog	258	(Down from 546 last quarter)

Top clicks once on the blog this quarter:

ala.org	692
teenreadweek.ning.com	526
alastore.ala.org	251
Facebook	182
Pinterest.com	146

I think these numbers are all very promising, and indicate that the blog is tapping into subjects our readers (and searchers who may not yet know about YALSA) have great interest in. We're also increasingly linking them to related products (the Teen Read Week ning and other ALA sites) rather than simply to social networking sites. It's worth noting that the numbers for this quarter's top clicks are huge; last quarter's top five were all in double digits.