

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Atlanta
January 20 - 24, 2017

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

YALSAblog Manager Report for Midwinter

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. We are getting a decent selection of guest posts from library staff around the country, and hope to include guest posts from people and organizations in communities who work with teens, to broaden the blog's scope beyond the walls of libraries while still focusing on teens.

Molly Wetta and I partnered to post a series called "30 Days of Working for and with Teens for Social Justice" across The Hub and YALSAblog. Bloggers were interested to write about topics on how library staff can help teens cope in our country's changing climate. We had several high quality guest posts submitted for this series. We will continue collaborating on major topics to ensure the relevant knowledge and resources are shared with a broad audience.

Regular bloggers have expressed interest in writing ongoing series that will be a great fit for the blog. Kylie Peters is interested in writing a series about middle schoolers, how to get them into the library, and how the services they need might differ from what older teens need. Jessi Snow has continued the popular "Outreach Services for Teen Library Staff" series. I think there are more topics that can be expanded into series as the country changes and libraries come to the frontline as safe spaces.

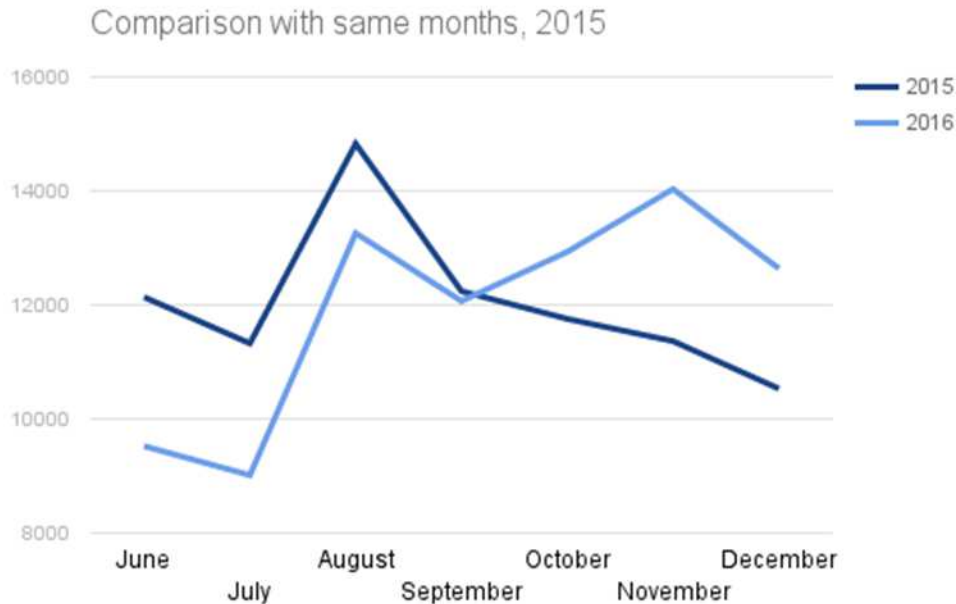
Statistics

Page Views

(From June to December)

June	9,524
July	9,014

August	13,260
September	12,068
October	12,932
November	14,034
December	12,641



Top Posts: Fourth Quarter 2016

Looking to Create a Makerspace in your Library? Here are some ideas	1,375	
When Libraries Become a Refuge for Youth in a Post-Election World	636	
Teen volunteers at the library		564
Advocacy and Lobbying – What’s the Difference?	516	
Libraries and the FBI Guidelines for Preventing Extremism in Schools	436	
30 Days of Working for and with Teens for Social Justice	397	
YALSA Town Hall Nov. 16: Supporting Youth during Challenging Times	389	
Adapted Books for Teens with Disabilities	383	
Great First Lines YA Book Display	354	
#act4teens: The Inclusive Library: More than a Diverse Collection: Part 1	345	

Top Referrers: Fourth Quarter 2016

Search Engines	12,438
Google Search	11,547
Bing	391
Yahoo Search	314
Google Image Search	51
wikis.ala.org	789
Twitter	754
ala.org	751

Facebook	521
pinterest.com	414
yalsa.ala.org	276
2017.alamidwinter.org	216

Accomplishments

- Partnered with The Hub for “30 Days of Working for and with Teens for Social Justice” campaign
- Continued the successful “Outreach Services for Teen Library Staff” series, written by Jessi Snow
- Continued to share companion pieces to YALS articles
- Shared guest posts written by library staff across the country
- Shared guest posts about continuing education regarding the Youth Experience certificate
- Shared guest posts from YALSA administration and committees
- Shared posts from the AASL/ALSC/YALSA Interdivisional Committee

Challenges

- Keeping bloggers active and engaged with writing relevant posts
- Recruiting more student bloggers
- Including images in posts
- Having bloggers engage with posts by commenting

Six Month Plan

- Survey bloggers to weed out inactive bloggers and pinpoint interest areas (early February)
- Posting interviews with all candidates on YALSA’s 2017 slate (early to mid February)
- Work with bloggers to include images in posts
- Encourage bloggers to comment on others’ posts
- Post timely, helpful information for teens and library staff as the country’s social climate changes (Ongoing)
- Recruit library students to blog (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)
- Develop more recurring posts for a variety of topic areas (Ongoing)
- Work with bloggers to include more images (Ongoing)