

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 28 – July 2, 2013

Topic: YALSAblog Manager Annual 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, Wendy Stephens, has provided a report below.

Action Required: Consent

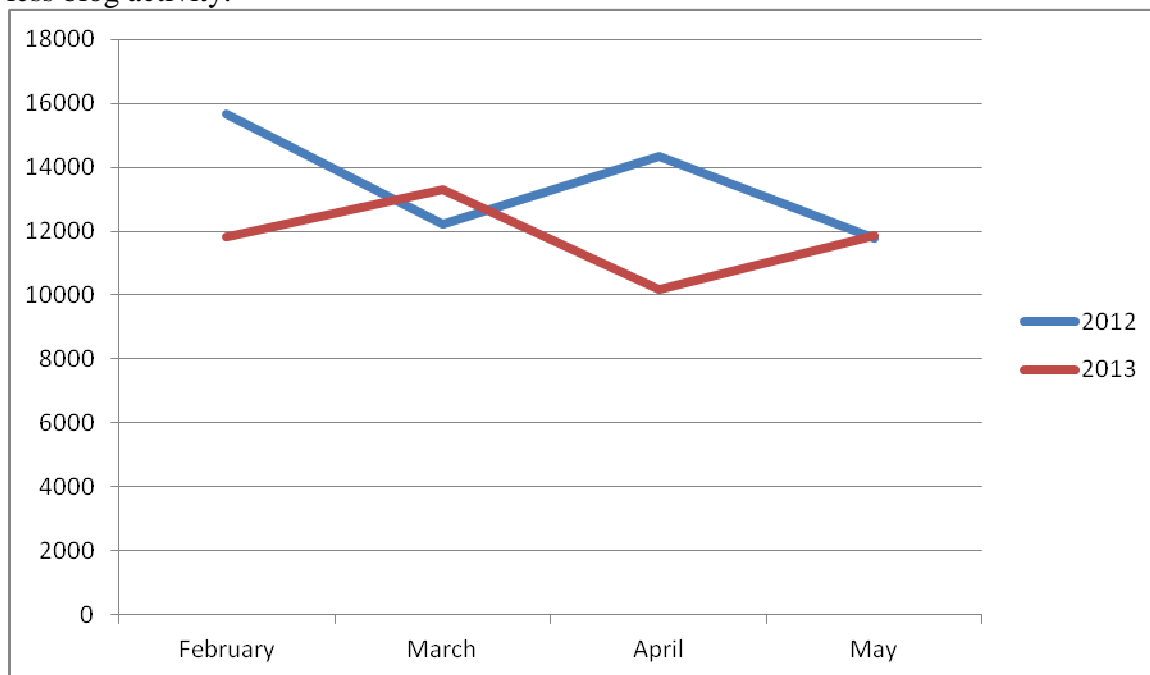
On February 1, 2013, I took over from mk Eagle as YALSAblog Member Manager.

Statistics

In the four months between February 1 and June 1, we published 151 blog posts as follows:

February 2013	36
March 2013	48
April 2013	31
May 2013	36

When contrasted with hits during the same months last year, the traffic yoyos between more and less blog activity:



The WordPress JetPack analytic software makes reporting easiest by days, months, quarters, and years.

The blog posts receiving the most hits over the past quarter are as follows:

- App of the Week: Slender-man
- ALA Annual: Walking the Exhibit Hall Like a Pro
- App of the Week Archive
- Pew Report: Teens and Technology 2013
- ALA Midwinter: Don't Be Sleepless In Seattle – Read This!
- Connect, Create, Collaborate...Craft! A Teen Tech Week Post Mortem: Minecraft in the Library
- Best iPhone/ iTouch Apps for Teens
- Connect, Create, Collaborate: Hey Librarian, Can You Help Me Find a Good App?
- App of the Week: TextPics
- The Future of Libraries – It's About What?

Top referrers over the past quarter are as follows:

- Search Engines
- Twitter
- search.ala.org
- ala13.ala.org
- WordPress Dashboard
- ala.org
- Facebook
- Google Reader
- ala-publishing.informz.net
- yalsa.ala.org
- pinterest.com
- mail.yahoo.com
- StumbleUpon

Top search terms over the last quarter are as follows:

- claudette colvin
- slender man
- animals made of symbols
- cartoon hotel
- yalsa blog
- Slenderman
- hotel cartoon

- yalsa
- slender man game
- adult blog

Top clicks out:

- ala.org
- Facebook
- itunes.apple.com
- youtube.com
- connectpro87048468.adobeconnect.com
- connectedlearning.tv
- pewinternet.org
- tinyurl.com
- yalsa.ala.org
- Twitter

Accomplishments

We added many **new contributors** to the list of YALSA blog authors.

We recruited **even more contributors** for future postings.

We **cross-posted** with The Hub, *YALS* and ALSC blogs.

Heather Moorefield put together **an early scoop** of embargoed Pew report thanks to Beth Yoke for that, topping the hits that month.

I'm also sad about the loss of Heather Moorefield Lang and Erin Daly from the **YALSAblog Advisory group**, since they were very reliable bloggers. We also have to find a **new podcast manager** to replace Matthew Moffatt

Featured **many substantive posts**, including the series What Your Manager Wishes You Knew and A Day in the Life, as well as really good local arrangements posts for Annual in Chicago, excellent Teen Tech Week coverage, and the twitter interviews with our wonderful slate of candidates for the election. I am especially proud of post on serving deaf patrons.

We managed an increased **emphasis on programming posts** and I have heard anecdotally that those have real longevity, as they are useful for library school students after their initial publication.

Concerns

I have some anxieties about the **perpetual scramble for blog content**. For example, I do worry about the loss of the weekly Connect, Create, Collaborate post after the current presidency and hope that the incoming president will use the blog to advance her presidential theme.

At an operational level, I can be frustrated by the reluctance of the group to **use the shared Google calendar or to draft and schedule posts**, so that sometimes things appear out-of-the-blue, when I had been experiencing anxiety about having content.

On a similar note, I am going to work on encouraging **repeated posting**. I recruited some members for serial postings (Trendspotting), but those seem to have trickled off, and I've noticed we have lots of one-time posters who use the blog to promote their event or cause and don't write anything else.

Blog Plans

Looking at the analytics and seeing that Pinterest is #11 on our referral list, I would like to **backwards-engineer a YALSAblog Pinterest page** to link out to our posts.

I consulted with both the existing and incoming YALSAblog Advisory Group about **switching the WordPress theme**. We have decided to move towards D5 Socialia theme (below). It is less cluttered and more mobile-friendly. We hope to switch by Annual.



I **modified the existing theme** to eliminate the unwieldy list of authors, but plan to add that back as a page when we switch themes so that will still remain as access mechanism.

I want to **strengthen the cross-posting relationship with ALSC, YALS, and The Hub** as appropriate.