

**YALSA Board of Directors Meeting  
2007 Annual Conference  
Washington, DC, June 21-27, 2007**

**Topic:** Blog Manager Report

**Background:** YALSA's Blog Manager, Linda Braun, has provided a report below.

**Action Required:** Information

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**Memo**

**To:** YALSA Board of Directors

**From:** Linda W. Braun, Blog Manager

**Re:** Blog Manager's Report

**Date:** May 16, 2007

Since the ALA 2007 Midwinter Meeting:

- Between January 1 and May 16, 2007 there were 266 posts to the YALSA blog. This averages out to just under two original posts per day. The continued updating of the blog by YALSA's cadre of bloggers has kept the content fresh and keeps readers coming back to read the latest postings.
- Several new bloggers started posting content. These include Joseph Wilk, the convener of the YA music discussion group, who regularly writes about music and Lee Catalano, a member of the Audiobooks Committee, who is posting about the work of that committee. I am currently working with the chair of the Intellectual Freedom Committee to help that group get started posting on the blog.
- We continued to produce and distribute approximately 2 podcasts per month. These include interviews on topics including Second Life and social networking. Blogger Kelly Czarnecki interviewed each of the VP/President Elect and Director candidates running for the YALSA Board. Those interviews were posted as podcasts on the YALSA blog just before ALA voting opened.
- Just after the Midwinter Meeting, the YALSA blog was named a blog to read in 2007 by *LIS News*. The story was picked up by *School Library Journal* and appeared on their web site as one of their *Extra Helping* features.
- In early May all ALA blogs were hit by spambots. The YALSA blog seemed to get the brunt of the spam, possibly because it is one of the most active of the ALA blogs. As a result of the spam ALA ITTS installed new spam protection software. Now anyone who would like to post a comment on the YALSA blog has to answer a question before the comment is submitted. This immediately stopped the spamming and should help guarantee that spambots do not interfere with the blog again.
- A YALSA Twitter account was created as a way to feed new blog postings to YALSA's followers on Twitter. Using a program called Twitterfeed I was able to setup YALSA's

Twitter account so that any time a new YALSA blog is posted notice of that posting is automatically sent out to any one who has signed up as a friend or follower of YALSA on Twitter. Also, along with blogging during conference, YALSA bloggers are posting conference updates to YALSA's Twitter followers.

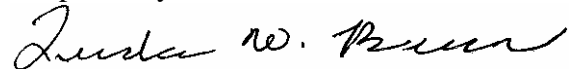
In monitoring the Technorati account for the YALSA blog, I noticed that blog postings are regularly picked up by foreign language bloggers including bloggers in Germany, Japan, and several Eastern European countries.

In my last report I noted that the statistics for the YALSA blog were not being captured successfully by ALA software. In conversation with YALSA's Executive Director and ALA ITTS staff we realized that we are not able to discern full stats for the blog because many users access the content through an RSS feed reader. When this discovery was made I setup an account for the blog with Feedburner. (A web site that keeps track of statistics related to those who subscribe and access a blog using a special Feedburner URL.)

As mentioned in my Midwinter report, in its first year the blog has proven to be a success. I am always on the lookout for new bloggers and continue to contact those that I think might be interested in blogging for the Division. YALSA's new Communications Officer and I plan to work together on methods for bringing in new people who can blog for the organization on as bloggers on a regular or as needed basis. I will speak at YALSA 101 during Annual Conference to continue to publicize the blog and to continue to promote writing for YALSA by being a blog contributor.

I look forward to another year in the role of YALSA's blog manager, and I thank the Board for giving me the opportunity to continue.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Linda W. Brown".