

YALSA Board of Directors Meeting  
ALA Annual Conference, Dallas  
January 20 - 24, 2012

**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.

**Action Required:** Consent

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Since Annual 2011:

-As of this writing, we've added 203 new posts since July 1<sup>st</sup>. These include posts for 30 Days of How-To, our first month-long project with a theme entirely chosen by readers.

-The Board approved the creation of an advisory board for the blog, chaired by current blog manager mk Eagle. The advisory board has identified inactive bloggers for removal from regular emails and current author status (these bloggers have been changed to contributors, meaning they can no longer post without approval) and has begun the process of standardizing and streamlining categories and tags. In the coming months the advisory board will also establish monthly themes for the blog and develop how-to screencasts for the bloggers.

-Podcast manager Matt Moffett has proposed adopting Soundcloud as a way to make podcasts more interactive. The blog advisory board is currently testing a demo Matt created to evaluate its appeal and ease of use for readers, and we expect to roll out this new format in the new year.

-Blog manager mk Eagle will be participating in YALSA 201 at Midwinter. A blog meetup will take place during the YALSA work session. The blog will also be live-blogging YALSA's pre-conference and the 2012 Youth Media Awards.

-We'll have another month-long project in February or March as a way to combat the typical dip in readership following Midwinter.

Statistics snapshot:

**Page views:**

June:	9,580	Jun. 10:	13,334
July:	8,368	Jul. 10:	12,073
August:	10,339	Aug. 10:	8,620
September:	12,734	Sept. 10:	10,471
October:	12,085	May 09:	11,064

November: 10,881  
December: 6,061

Nov. 10: 12,210  
Dec. 10 (entire month):10,912

**Top referrers this quarter:**

Google Search	2,790	(New in the top 5 this quarter)
search.ala.org	1,752	(Up from 1,482 last quarter)
ALA.org	1,340	(Down from 2,197)
Twitter	1,291	(Up from 1,096)
WordPress Dashboard	805	(New in the top 5)

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

yalsa blog	597	(Up from 516 last quarter)
yalsa	153	(Down from 160 last quarter)
to kill a mockingbird	94	(New in the top 5 this quarter)
apps for teens	63	(Down from 80)
iphone calendar	46	(New in the top 5)

(22 searchers also found us with "mean words.")

**Top clicks once on the blog this quarter:**

<a href="http://kar3ning.livejournal.com/545639.html">http://kar3ning.livejournal.com/545639.html</a>	115
<a href="http://www.ala.org/teentechweek">http://www.ala.org/teentechweek</a>	68
<a href="http://www.radicalparenting.com/2009/06/27/10-best-and-worst-iphone-apps-for-teens-and-parents/">http://www.radicalparenting.com/2009/06/27/10-best-and-worst-iphone-apps-for-teens-and-parents/</a>	67
<a href="http://www.ndvh.org/is-this-abuse/am-i-being-abused-2/">http://www.ndvh.org/is-this-abuse/am-i-being-abused-2/</a>	64
<a href="http://www.facebook.com/booksforteens">http://www.facebook.com/booksforteens</a>	52