

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Seattle  
January 19-24, 2007**

**Topic:** 2006 Blog Manager Report

**Background:** Linda Braun was selected last year to manage YALSA's blog. She has submitted a report for the Board's review.

**Action Required:** Information

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**To:** YALSA Board of Directors  
**From:** Linda W. Braun, Blog Manager  
**Re:** Blog Manager's Report  
**Date:** December 13, 2006

At the time of this report the YALSA blog is just under one year old. Over the past 11 months:

- 392 posts were published by approximately one dozen bloggers. We have bloggers writing about general topics including technology, reading, and teen library trends and bloggers who write in very specific areas. For example, prior to the last YALSA election Amy Alessio facilitated blogging about the candidates and during ALA nomination time Alan Nichols blogged about the nomination process. We also have bloggers who post only during conferences.
- The look and feel of the blog was re-designed. With the help of ALA ITTS we were able to change the blog template to a design that matches the YALSA colors and provides the flexibility that we requested from ITTS.
- During October three bloggers wrote about the positive uses of social networking – one blog per day of the month with the 31<sup>st</sup> of October being the wrap-up day. A full compilation of the blogs was put together by the YALSA Office. The 30 days of positive social networking blogging was very well received by readers and was mentioned in several other blogs.
- A Technorati account for the YALSA blog was created. This gives us the opportunity to see what blogs link to the YALSA blog.
- A del.icio.us account was setup for links on the YALSA blog. This makes it easy for blog readers and others to find links to all of the resources discussed on the YALSA blog. (I still need to include in these links the postings written before the del.icio.us account was created.)
- A podcast is published via the blog on a semi-regular basis. This podcast is hosted off-site at Pod-Serve, <http://www.pod-serve.com/>, with the blog acting as the host site for show notes and links to each podcast episode. Previous podcast episodes include teens talking about technology, information on the YALSA Gaming Interest Group, and an overview of using podsafe music in projects for Teen Tech Week. The podcasts are geared to giving people ideas for celebrating Teen Tech Week.

Unfortunately when the blog software was upgraded we were no longer able to receive accurate statistics for blog hits. Prior to the software upgrade the readership was as high as 2000 hits per day. However, after the upgrade our hits dropped to at most 600 hits per day. Beth Yoke is currently investigating the problem with blog hit reporting.

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2006 Blog Manager Report**

One challenge of being the blog manager is keeping the cadre of bloggers blogging regularly. Over the past year I frequently contacted the bloggers to remind them about blogging, to give them ideas for blogging, and to make sure they were still interested in blogging. I recently asked each of the current bloggers to commit to posting at least once a month and everyone has agreed to do so. However, in order to guarantee that we have an active set of bloggers I started to invite a few more people to be YALSA bloggers. I also plan to speak at Midwinter All Committee and let members know that if they are interested in blogging that they should contact me.

Over the past year I think we can say that the YALSA blog has been a success. I expect that over the next year it will continue to grow in content and in readership.

Respectfully submitted,

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