

**YALSA Board of Directors Meeting  
ALA Annual Conference, Washington D.C.  
June 20-25, 2019**

**Topic:** Selection List Marketing Plan

**Background:** It was brought to the attention of the YALSA Board by a member of the lack of knowledge and marketing for the current selection list being created and developed by the YALSA Hub Bloggers and other committees.

**Action Required:** Action

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### **Overview**

Since the moving of the selection list to the YALSA Hub, lists like Amazing Audio, Quick Pick for Reluctant Readers, Great Graphic Novels, and Teens Top Ten these list haven't gotten as much attention as they should. This has also been reflected in the several member surveys conducted in the past years. While the lists are located on the YALSA Website, past list contents are moved to the YALSA Teen Book Finder on a regular basis.

### **Current State of YALSA Marketing:**

While current marketing has had limited impact, the ultimate goal for most of the selection list is to reach teens and librarians who may not be familiar with YALSA Selection List. The current trends for most teen users are using social media platform like YouTube, Snapchat, and Instagram. YALSA currently relies on Facebook, Twitter, and YouTube.

### **Solution:**

Currently the committees and bloggers are responsible for both creating and marketing the content. The best solution is to create a team that its main focus would be focused on highlight and marketing the content generated by the selection committee.

This would include:

- Working with the blog list coordinator
- Publicizing lists in Cognotes at Midwinter and Annual
- Creating Social Media Postings & Branding
- Assisting in the marketing of the list
- Highlighting Selection List Members on the Blog

Updating the Chair and Board Manuals

- Cognotes Deadlines
- Publication Deadlines for other ALA publications
- Press Releases Deadlines

### **Member Recognition:**

While the lists have been moved to the YALSA Teen Book finder and as Blog posts become buried in the Hub over time. A list of past and current members of the selection list needs to be maintained or created. While some of the older lists have their members attached on the YALSA Website, these details are not in the YALSA Teen Book Finder.

### **Fiscal Impacts**

Staff time in creating the new social media account and oversight of the content. Any cost of social media platforms such as HootSuite.

### **Recommended Board Action**

The YALSA Board directs the YALSA Staff to create an Instagram Account for the division and for the use of marketing the YALSA Selection List to reach teen users, the account will be managed by the Staff and Blog Marketing Team.

The YALSA Board directs the YALSA President to create a Blog Marketing Team for the Selection List, this group would take on the responsibility of creating post to highlight and market for Amazing Audio, Quick Pick for Reluctant Readers, Great Graphic Novels, and Teens Top Ten.

The YALSA Board directs the YALSA ED and Staff to create subpages in the selection list pages of previous committee/blog members for selection years, to maintain an online record of past members, if they do not currently exist.

### **Additional Resources:**

YALSA Facebook:

<https://www.facebook.com/yalsa>

Twitter:

<https://twitter.com/@yalsa>

YouTube:

<https://www.youtube.com/user/YALSA1957>

Current Hashtags

<http://www.yalsa.ala.org/thehub/about/selected-lists-the-hub/>

Teens, Social Media, & Technology 2018

<https://www.pewinternet.org/2018C/05/31/teens-social-media-technology-2018/>

YALSA Chair Manual:

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/ChairManual\\_updated2018.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/ChairManual_updated2018.pdf)