YALSA Board of Directors
2021 Annual Conference, Virtual
June 26, 2021

Topic: YALSAblog Manager Report

Background: The mission of the YALSAblog (http://yalsa.ala.org/blog/) is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog Manager, Tess Wilson, has provided a report below.

Action Required: Consent

Since the last report, the YALSAblog continues to align its content areas with The Future of Service for and with Teens: A Call to Action. There is a continuing call for new bloggers with special effort being made to recruit professionals who work outside the library but prioritize youth in their work. We are currently working with a contributor focusing on issues of social justice and EDI. I am also trying to recruit bloggers who would like to contribute more regular recurring posts.

I worked closely with the new Hub Manager to align aesthetics for both sites and to discuss future collaborations.

Statistics
Pageviews
(From December 2020 to May 2021)

<table>
<thead>
<tr>
<th>Month</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>5,910</td>
</tr>
<tr>
<td>January</td>
<td>5,894</td>
</tr>
<tr>
<td>February</td>
<td>6,416</td>
</tr>
<tr>
<td>March</td>
<td>6,250</td>
</tr>
<tr>
<td>April</td>
<td>5,557</td>
</tr>
<tr>
<td>May</td>
<td>4,982</td>
</tr>
</tbody>
</table>

Top Posts in First Quarter 2021
Why the #OwnVoices Movement Is Crucial for Young Readers Views: 63112 Insta
Easy Instagram Library & Literacy Promotion Ideas Views: 512
Picture Books are for Teens Too! Views: 479
End of Year School Library Procedures Views: 369
Impact on teen friendships in an age of technology Views: 288
Why Speak is Awesome and Book Banning is Not-some Views: 196
Adapted Books for Teens With Disabilities Views: 187
25 Classic Albums Teens Still Love Views: 170

Top referrers in First Quarter 2021
Search Engines 7,431
  Google Search 7,345
  Yahoo Search 23
  Bing 24
duckduckgo 33
ala.org 604
Pinterest 474
Facebook 118
Twitter 109
yalsa.al.org 166

Accomplishments
● Published interviews with YALSA Board candidates
● Aligned site aesthetics with YALSA Hub
● Recruited at least one regular blogger with a focus on social justice / EDI

Challenges
● Making sure all bloggers have posts planned and feel supported throughout the month
● Working more closely with other committees and taskforces to cross-promote and join forces for upcoming publications, events, etc.
● Increasing the diversity of our contributors and content, and indeed, examining the diversity of our current contributors and content
● Recruiting more bloggers, both from libraries and outside the library discipline

Six Month Plan
● Examine the diversity and inclusion of our current content and contributors and make tangible efforts to increase representation
● Continue to work with The Hub Member Manager to collaborate and increase cross-posting (Ongoing)
● Continue to recruit more regular bloggers, attempting to have at least one regular blogger for interest areas (Ongoing)
● Develop more recurring posts for a variety of topic areas (Ongoing)
● Work more consciously to recruit library students to blog (Ongoing)
● Continue to reach out to bloggers outside the library who work closely with youth and center youth in their services (Ongoing)
● Work to have bloggers write companion pieces to YALS articles (Ongoing)
● Continue to reach out to individual YALSA committees to see if they are interested in writing occasional blogs about what their committee is working on (Ongoing)
● Work with bloggers to incorporate more media (videos/photos) into posts (Ongoing)