

**YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
January 30 – February 2, 2015**

Topic: YALSAblog Manager Midwinter Report

Background: The mission of the YALSAblog 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, Crystle Martin, has provided a report below.

Action Required: Consent

Overview: Since the last report in June, the YALSAblog has been moving forward with its new content alignment which took place in April of this year, aligning its content areas with *The Future of Service for and with Teens: A Call to Action*. The number of bloggers on the listserv was significantly reduced. There is a continuing call for new bloggers with special effort being made to recruit library students. I am also trying to recruit a variety of guest bloggers for specific topics, which come up from month-to-month, as well as reaching out to grant winners and the like with the help of Anna Lam and Beth Yoke to invite them to blog about their experience.

We've continued regular cross-posting with the ALSC blog (with ALSC blogger Sarah Bean Thompson contributing tween content to both blogs and YALSA blogger Allison (Aly) Watkins reflecting on elementary-YA and school to public connections in the context of her personal transition) as well particular posts with appeal to both service groups. We are currently working out a system to have certain ALSC blogs posted on The Hub instead of the YALSAblog when the topics seem to fit better there. We have also been cross-posting with The Hub when appropriate, as was the case of Selection Committee Candidate Profiles.

The YALSAblog was moved over to the ALA servers. The transition has been difficult but we are working through it. One major issue was the insertion of characters and symbols in place of apostrophes, quotation marks, etc. (See this blog for an example: <http://yalsa.ala.org/blog/2013/04/04/connect-create-collaboratecraft-a-teen-tech-week-post-mortem-minecraft-in-the-library/>). This happens any time a blog is copy and pasted from a Word doc or has been copy and pasted from a Word doc. I have worked with the bloggers to make sure everyone knows about this issue and how to work around it and went in by hand and cleaned up several weeks' worth of blogs from before the migration but cleaning up the entire blog was just unmanageable so it now most posts previous to the migration look like the above example. The migration also rendered Storify — a plug-in used by both the Tweets of the Week and Instagram of the Week recurring posts as well as other bloggers — unusable. It took from October 28 to

December 16 for them to come up with a work around. The biggest issue for the blog was the fact that we had no notification that the blog was being migrated. I received an email just hours before they were going to migrate it letting me know that I should let my bloggers know that any work posted that day was apt to be lost and that no work should be done on the blog for two days. Had we had more notice bloggers would have put their work up earlier and we could have scheduled around it more efficiently.

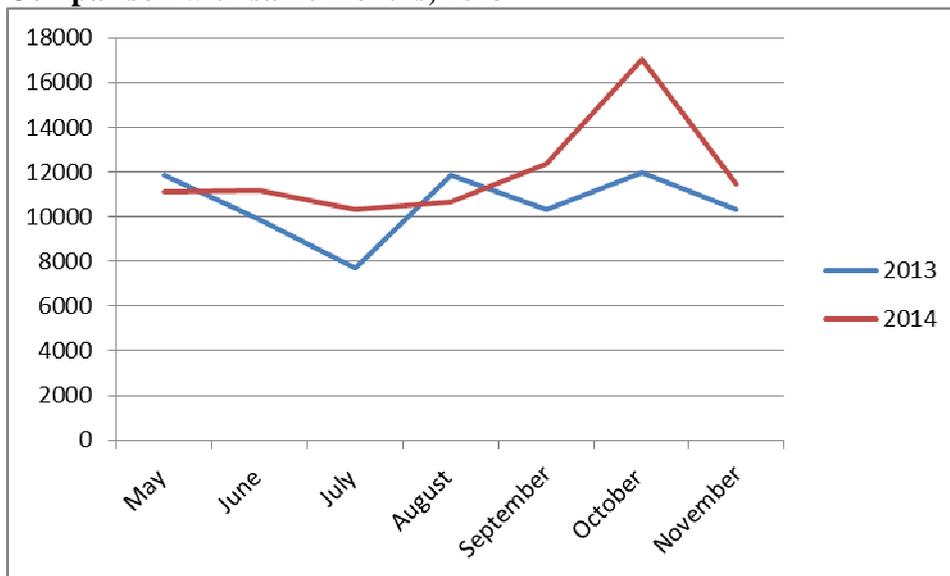
Statistics

Pageviews

(From December to April)

May	11, 138
June	11,189
July	10,291
August	10,651
September	12,379
October	17,057
November	11,437

Comparison with same months, 2013



Top Posts: Fourth Quarter 2014

Apply for a Free 3D Printer from 3D Systems!	4,652
2014 Teen Read Week Site Launch	956
Instagram of the Week - October 6	865
Learning from Teens: Thoughts for Teen Read Week	761
App of the Week Archive	709
Great First Lines YA Book Display	649
Collecting Marvel and DC Comics for Teens	612
YA Programming Behind the Scenes: Digital Camera...	464
YALSA 2015 Election Slate	361

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ALA Annual: Walking the Exhibit Hall Like A Pro	328
Getting Uncomfortable with Your Person Professional Development Plan	321
Connect, Create, Collaborate, Craft	296
App of the Week: 2014 Favorites	267
Instagram of the Week - October 13	256
Fall Appointment Update	221
Happy Teen Read Week!	206
America After 3PM: How Do Libraries Fit In?	202

Top referrers: Fourth Quarter 2014

Search Engines	11,746
Google Search	10,591
Bing	527
Yahoo Search	294
Google Image Search	237
Ask.com	26
Twitter	1,308
ala.org	1,192
teenreadweek.ning.com	646
pinterest.com	420
Facebook	394
teentechweek.ning.com	393
alamw15.ala.org	291
freedly.com	210
ala-publishing.informz.net	176
yalitsymposium12.ning.com	134

Accomplishments

- Changed the visual theme of the YALSAblog and added a new YALSAblog logo.
- Recruited 11 new bloggers since annual, two of which are library students.
- Recruited another new blogger to help Linda Braun with the Tweets of the Week posts.
- Added two more teen bloggers.
- Worked with a new blogger Meaghan Darling to get her recurring series Instagram of the Week up and running, recruited to bloggers to help her.
- Have multiple continuing recurring posts for Leadership, Rural Librarianship,
- Showcased blogs from last year's Teen Tech Week grant winners.
- Reached out to Committee and Taskforce chairs to recruit blogs. Have current series planned from: Research Committee, Future of Libraries and Teens Taskforce. Expecting more posts from Annual 2015 Local Arrangements Taskforce, Advocacy Research Taskforce. And have had posts from: 2015 Young Adult Services Symposium, Amazing Audiobooks Committee, as well as others.
- Added a list of current bloggers.
- Working with Kelly Czarnecki to interview this year's YALSA candidates, as well as a ALA Presidential candidates for the blog.

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- Recruiting more bloggers to write about research which has come out that has the potential to impact teen librarians.
- I've emphasized sharing their posts on social media and tagging or tweeting @yalsa in their posts so YALSA can share it as well.
- Working to recruiting guest bloggers from established library bloggers.
- Continuing ALSC cross-posting
- Have asked all current bloggers to include a short bio of themselves to make the blog feel more accessible.

Challenges

- Working through issues of blog migration as outlined in the Overview.
- Keeping in touch with all bloggers to make sure they are supported and have blog post ideas for the upcoming month.

Six Month Plan

- Continue to work with Allison Tran (The Hub) to make sure the blogs are working well together, and develop cross-posting (In-Progress)
- Continue to recruit more regular bloggers, attempting to have at least one regular blogger for all interest areas on the survey (Ongoing)
- Develop more recurring posts for a variety of topic areas (Ongoing)
- Continue to recruit library students to blog. (Ongoing)
- Create a standard YALSAblog banner to use when other activity specific banners don't apply. (Forthcoming)
- Recruit a couple of rapid response bloggers for time sensitive posts. (Ongoing)
- Have IMLS grant winners for this year interviewed for blog posts when they are announced. (Forthcoming)
- Reach out to individual YALSA committees to see if they are interested in writing occasional blogs about what their committee is working on. (Ongoing)
- Working to get bloggers for as many of the monthly YALSA Events and priorities as possible each month that are sent to me by Anna Lam. (Ongoing)