

**YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 23 – 27, 2017**

Topic: YALSAblog Manager Report for Annual

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, Allison Renner, has provided a report below.

Action Required: Consent

YALSAblog Manager Report for Annual

Overview

[YALSAblog](#) continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*, as well as share companion pieces to YALS articles. We have been sharing a great selection of guest posts from library staff around the country, and hope to include guest posts from people and organizations in communities who work with teens, to broaden the blog's scope beyond the walls of libraries while still focusing on teens.

Guest posts about National Library Legislative Day have been getting a lot of views, as well as related posts about getting involved with Congress and taking action to save library funding. This is something the blog is looking to continue, and possibly develop into a series, as the year progresses.

Regular bloggers have started writing ongoing series that are a perfect fit for the blog. Kylie Peters is writing a series about middle schoolers, how to get them into the library, and how the services they need might differ from what older teens need. Hailley Fargo is starting a series about bridging the gap between teen services in school and public libraries to “new adult” services in academic libraries. Abigail Phillips has started a “Transforming Teen Services” series that addresses different topics based on the Organizational Plan. Jessi Snow has continued the popular “Outreach Services for Teen Library Staff” series.

In March, we had our second highest number of page views at 16,635. Blog views are up from this time last year, but are still slowing down as summer approaches. Bloggers and YALSA members are encouraged to promote posts on social media to get more readers.

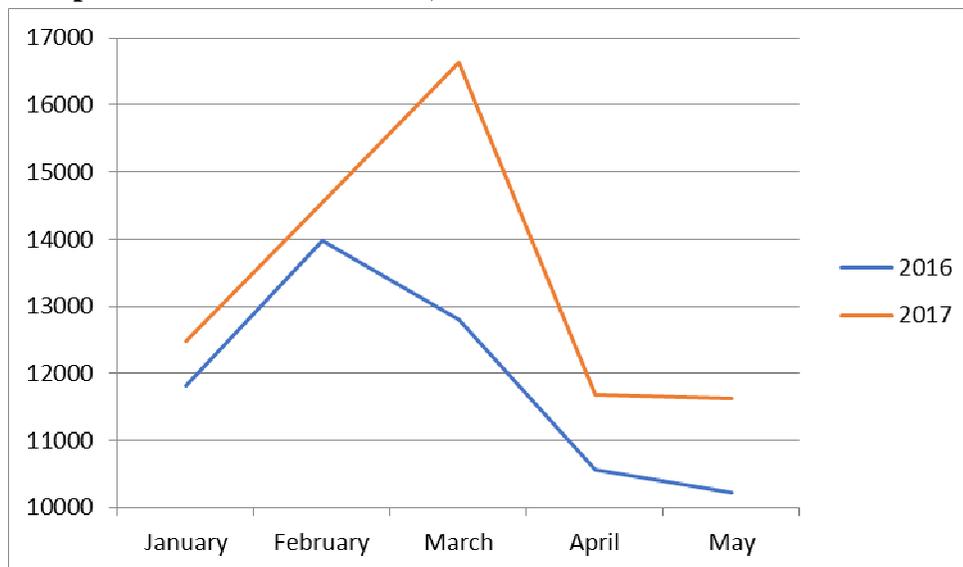
Statistics

Page Views

(From January to May)

January	12,480
February	14,545
March	16,635
April	11,680
May	11,628

Comparison with same months, 2016



Top Posts: Second Quarter 2017

How You Can Save Federal Funding for Libraries & Help Teens	1,445
Looking to Create a Makerspace in your Library? Here are some ideas	1,266
12 Insta Easy Instagram Library & Literacy Promotion Ideas	987
Teen volunteers at the library	788
End of the Year School Library Procedures	601

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Instagram of the Week – September 22	394
Adapted Books for Teens with Disabilities	389
Time to Volunteer for Printz, Edwards, & Nonfiction Award Committees	368
Advocacy and Lobbying – What’s the Difference?	333
ACT NOW for LSTA and IAL! #SaveIMLS	297

Top Referrers: Second Quarter 2017

Search Engines	13,679
Google Search	12,750
Bing	432
Yahoo Search	350
Duckduckgo.com	53
Twitter	677
Pinterest.com	673
Facebook	630
ala.org	606
yalsa.ala.org	228
teenreadweek.ning.com	154
flipboard.com	141

Accomplishments

- Surveyed bloggers to weed out inactive writers and pinpoint interest areas
- Posted interviews with all candidates on YALSA’s 2017 slate
- Posted companion pieces to relevant surveys from organizations like Generations United and YouthTruth
- Shared posts from YALSA members who attended National Library Legislative Day
- Started several new regular series, such as “Transforming Teen Services” by Abigail Phillips
- Started two separate series to bridge the gaps between teen services to middle school students, and teen services to college students
- Continued the successful “Outreach Services for Teen Library Staff” series, written by Jessi Snow
- Continued to share companion pieces to YALS articles
- Shared guest posts from YALSA administration and committees
- Shared posts from the AASL/ALSC/YALSA Interdivisional Committee
- Shared posts about ALA Annual in Chicago from the Local Arrangements Committee

Challenges

- Keeping bloggers active and engaged with writing relevant posts
- Recruiting more student bloggers

- Having bloggers engage with posts by commenting
- Promoting posts on social media for wider exposure

Six Month Plan

- Work with bloggers to include images in posts (Ongoing)
- Encourage bloggers to comment on others' posts and share on social media (Ongoing)
- Work with the Blog Advisory Board to develop sample posts to serve as blogger training/orientation (Fall)
- Develop a "how to" series about getting proactive to save library funding (Ongoing)
- Post timely, helpful information for teens and library staff as the country's social climate changes (Ongoing)
- Recruit library students to blog (Ongoing)
- Recruit more regular bloggers (Ongoing)
- Reach out to library staff for guest posts (Ongoing)
- Reach out to community organizations and leaders who work with teens and ask for guest posts (Ongoing)
- Continue to have bloggers write companion pieces to YALS articles (Ongoing)
- Continue to work with The Hub Member Manager to make sure blogs are working well together and cross posting (Ongoing)
- Continue to reach out to YALSA committees to see if they are interested in sharing what their committee is working on (Ongoing)
- Develop more recurring posts for a variety of topic areas (Ongoing)