

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 24 - 28, 2011

Topic: Blog Manager Annual Report

Background: The mission of the YALSA Blog is to provide a virtual space for publishing information about time sensitive issues and to provide a forum for members and the library community to discuss matters relating to serving teens through libraries. YALSA's Blog Manager, mk Eagle, has provided a report below.

Action Required: Consent

Since Midwinter 2011:

-As of this writing, we've added 203 new posts since January 1st. These include regular YALSA Updates, posts from the Legislation Committee leading up to and following Library Legislation Day, and regular President's posts. We should also see the first in a series of interviews with newly elected Board members by the end of the month.

-As a result of a call for new bloggers earlier this month, we have added more than a dozen new bloggers.

-We formalized Matthew Moffet's role on the blog as our Podcast Manager. Matt has done a fantastic job in keeping our podcasts varied and timely, with a consistent rate of at least two podcasts per month published.

-We've added three new regular features: Tweets of the Week, App of the Week, and Point/Counterpoint. Linda Braun has spearheaded the first two features, and App of the Week now includes regularly scheduled posts from a rotating group of bloggers (including some brand new to the blog). The first Point/Counterpoint post was published this month, and we have two more installments already in the works.

-Blog manager mk Eagle will be participating in YALSA 101 at Annual. We also plan to continue live-blogging coverage of selected YALSA events, including the always popular teen feedback session for Best Fiction for Young Adults.

Statistics snapshot:

Page views:

| | | | |
|--------------|--------|----------|--------|
| January 11: | 12,458 | Jan. 10: | 16,250 |
| February 11: | 11,042 | Feb. 10: | 15,461 |
| March 11: | 10,732 | Mar. 10: | 14,523 |
| April 11: | 10,032 | Apr. 10: | 11,429 |

May 11: 7,787

May 10: 10,449

Top referrers this quarter:

| | | |
|-----------------|-------|---------------------------------|
| ALA.org: | 2,197 | (New in the top 5 this quarter) |
| search.ala.org: | 1,482 | (New in the top 5) |
| Twitter: | 1,096 | (Up from 936 last quarter) |
| Facebook: | 220 | (New in the top 5) |
| Google Reader: | 208 | (New in the top 5) |

How they found us this quarter (top search terms):