

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

Topic: **Communications Update**

Action: **None**

MARKETING/ADVERTISING

- As of June 17, YALSA has 15,038-page likes on Facebook and 52,0998 followers on Twitter

PERIODICALS

- YALSA e-news
 - The average open rate so far is 43.94%, with an average click rate of 13.06%.

PAGEVIEWS

- The Hub

2021	Jan	Feb	Mar	Apr	May
	45,060	29,732	29,306	24,734	25,416

- YALSAblog

2021	Jan	Feb	Mar	Apr	May
	5,894	6,416	6,250	5,557	4,982

- JRLYA

2021	Jan	Feb	Mar	Apr	May
	2,213	2,832	3,378	3,068	2,550

PUBLIC RELATIONS

- As of June 18, YALSA has issued 27 press releases on topics such as YALSA book awards and lists, Teens' Top Ten, partnerships, YALSA election results, and more.

PUBLICATION SALES*

Current Item Long Desc	Publication Date	FY18 Sales	FY19 Sales	FY20 Sales	FY21 Sept - Mar
*Young Adults Deserve the Best: Strengthening Teen Serv Manual	-	20	0	0	0
*Young Adults Deserve the Best: Strengthening Teen Ser CD	-	20	0	0	0
*The Complete Summer Reading Program Manual: From Planning	6/1/2012	10	0	0	0
*Teen Read Week and Teen Tech Week Tips and Resources for YA	1/1/2011	24	3	1	0
*Excellence in Library Services to Young Adults 5th ed	6/5/2008	10	2	2	0
*EXCELLENCE IN NONFICTION SEAL NOMINEE (BLUE) 1 RL = 1000	-	3	0	0	0
MICHAEL L PRINTZ HONOR SEAL 1,000 Units Per Roll	-	963	460	469	320
MICHAEL L PRINTZ AWARD SEALS (GOLD) 1,000 Units Per Roll	-	36	112	124	14
EXCELLENCE IN NONFICTION WINNE R (GOLD) 1 RL = 1000	-	22	39	16	2
Putting Teens First in Library Services: A Road Map	6/21/2017	299	214	11	3
WILLIAM C MORRIS AWARD SEAL (GOLD) 1,000 Units Per Roll	-	270	0	0	0
WILLIAM C MORRIS AWARD-HON/FINA LIST SEAL SIL 1000 UNTS PER RO	-	29	22	48	46
YALSA Nonfiction Award Nominee 24/pk	-	10	9	6	4
Teen Services 101: A Practical Guide for Busy Library Staff	1/19/2015	94	56	27	5
Printz Gold Seals 24/pk	12/1/1999	74	54	44	33
EXCELLENCE IN NONFICTION FINAL IST SEAL (SILVER)1 RL=1000	-	86	122	87	106
Printz Silver Seals 24/pk	12/1/1999	89	56	49	60
William C. Morris Award Seal 24/pack, gold	-	28	24	24	12
YALSA Nonfiction Award Winner 24/pk	-	29	27	19	16
YALSA Nonfiction Award Finalis t 24/pk	-	26	30	19	18
Teen Summer Learning Programs: From Start to Finish	10/1/2018	0	81	48	5
Edwards Seal Gold Seal 24/Pack	6/1/2002	13	7	8	6
Practical Programming: The Best of YA-YAAC	-	12	203	4	2

ALA is moving to a new distribution center. Based on the continuous sales decline, the items marked with "" are being recycled. ALA will save five items of each for archiving. All other items will be transferred to the new distribution center.