

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

Topic: **The Hub Blog Manager Report**

Background: Sara Beth Coffman, Member-Manager of The Hub (<http://www.yalsa.ala.org/thehub/>), YALSA's YA collections blog, has provided the Board with a semi-annual report. The purpose of the blog is to provide timely information and resources to support efforts to improve teen collection and content curation.

Action Required: **Consent**

Overview

The Hub maintains a steady stream of publishing, both Selected Lists content and, on Fridays, original content such as interviews and themed lists. We have been happy to host a guest blogger a few times and have been pleased with the wide-ranging and thought-provoking interviews we've been able to conduct and publish with 2021 YALSA award winners and other authors. The complete list of 2021 interviews follows.

- Alex Award winner Emily M Danforth
- Alex Award winner Tochi Onyebuchi
- Alex Award winner TJ Klune
- Nikki Grimes
- Morris Award finalist Nina Kenwood
- Morris Award finalist Christina Hammonds Reed
- Excellence in Nonfiction finalist John Rocco
- Excellence in Nonfiction finalist Elizabeth Rusch
- Excellence in Nonfiction finalist Candace Fleming
- Morris Award finalist Isabel Ibañez
- Morris Award winner Kyrie McCauley
- Printz Award winner Daniel Nayeri

In February, we launched the 2021 Reading Challenge with a BINGO-style game. We invited readers to sign up and have 41 registered participants. We also encouraged readers to play along without signing up. Registered participants are also invited to share their responses to what they read, some of which have been published in our check-in posts

Selected Lists

The 2022 teams have been working diligently, writing one featured review a week and creating quarterly roundups of all nominated titles.

Our new publication format for the Selected Lists has proven very successful, creating a clean and readable product with fresh, non-repeating content.

Advisory Board

The advisory board has been meeting regularly, usually once monthly. They are excited to write for the blog and to spread the word (via social media and individual professional networks) about our content.

Pageviews (Jan to May 2021)

| Month | Posts | Views |
|--------------|--------------|--------------|
| January | 13 | 45,060 |
| February | 14 | 29,732 |
| March | 23 | 29,306 |
| April | 21 | 24,734 |
| May | 21 | 25,416 |

Most Viewed Posts in Last 90 Days:

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|--|-------|
| Home page / Archives | 11994 |
| Teen-Friendly Horror Movies That Won't Make Parents Scream in Outrage | 2573 |
| Diving Deeper into Divergent | 1660 |
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| Selected Lists | 1514 |
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| 2021 Quick Picks for Reluctant Readers Nominees | 1392 |
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| Booklist: Asexuality and Aromanticism in Young Adult Fiction | 1058 |
| Using History to Understand Current Social Issues | 787 |
| You're Not Alone: Mental Health Nonfiction Picks for Teens | 784 |
| Genre Guide: Post-Apocalyptic Fiction for Teens | 766 |
| 12 Books for Fans of I'll Give You the Sun by Jandy Nelson | 754 |
| "Books Where Stuff Happens: An Exploration of Hi/Lo Books" | 689 |
| The Glorious 25th of May & Terry Pratchett | 586 |
| Reading Fanfiction | 562 |

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| 20 Books to Inspire Social Change | 419 |
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| 2021 Best Fiction for Young Adults | 108 |

Referrals in Last 90 Days:

Stats for 90 days ending June 16, 2021 (Summarized)

| Referrer | Views |
|-----------------------|--------|
| Search Engines | 36,545 |
| Twitter | 1,586 |
| ala.org | 1,283 |
| Facebook | 1,013 |
| Pinterest | 402 |
| yalsa.ala.org | 248 |
| WordPress Android App | 169 |
| ecosia.org | 128 |
| booklists.yalsa.net | 116 |
| flipboard.com | 109 |
| Wikipedia | 99 |
| Instagram | 45 |
| qwant.com | 14 |

Report on Goals:

The increased original content is a success as is our reformatted structure. We have partnered with the Social Media team to create tweets highlighting our featured reviews as well as the other nominees, which may account for an increase in traffic from twitter over time.

The Dear Reader idea has not blossomed as no one has taken advantage of it, and there isn't an easy way to suggest it to members/readers, so I've shelved it. The Advisory Board claims great interest, but no one has yet submitted posts for the site, and they would likely appreciate more guidance from YALSA on their role and purpose.