

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

Topic: YALSAblog Manager Report

Background: The mission of the YALSAblog (<http://yalsa.ala.org/blog/>) 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, Tess Wilson, has provided a report below.

Action Required: Consent

Since the last report, the YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*. There is a continuing call for new bloggers with special effort being made to recruit professionals who work outside the library but prioritize youth in their work. We are currently working with a contributor focusing on issues of social justice and EDI. I am also trying to recruit bloggers who would like to contribute more regular recurring posts.

I worked closely with the new Hub Manager to align aesthetics for both sites and to discuss future collaborations.

Statistics

Pageviews

(From December 2020 to May 2021)

December	5,910
January	5,894
February	6,416
March	6,250
April	5,557
May	4,982

Top Posts in First Quarter 2021

Why the #OwnVoices Movement Is Crucial for Young Readers	Views: 63112
Easy Instagram Library & Literacy Promotion Ideas	Views: 512
Picture Books are for Teens Too!	Views: 479
End of Year School Library Procedures	Views: 369
Impact on teen friendships in an age of technology	Views: 288
Why Speak is Awesome and Book Banning is Not-some	Views: 196

Adapted Books for Teens With Disabilities
25 Classic Albums Teens Still Love

Views: 187
Views: 170

Top referrers in First Quarter 2021

Search Engines	7,431
Google Search	7,345
Yahoo Search	23
Bing	24
duckduckgo	33
ala.org	604
Pinterest	474
Facebook	118
Twitter	109
yalsa.ala.org	166

Accomplishments

- Published interviews with YALSA Board candidates
- Aligned site aesthetics with YALSA Hub
- Recruited at least one regular blogger with a focus on social justice / EDI

Challenges

- Making sure all bloggers have posts planned and feel supported throughout the month
- Working more closely with other committees and taskforces to cross-promote and join forces for upcoming publications, events, etc.
- Increasing the diversity of our contributors and content, and indeed, examining the diversity of our current contributors and content
- Recruiting more bloggers, both from libraries and outside the library discipline

Six Month Plan

- Examine the diversity and inclusion of our current content and contributors and make tangible efforts to increase representation
- Continue to work with The Hub Member Manager to collaborate and increase cross-posting (Ongoing)
- Continue to recruit more regular bloggers, attempting to have at least one regular blogger for interest areas (Ongoing)
- Develop more recurring posts for a variety of topic areas (Ongoing)
- Work more consciously to recruit library students to blog (Ongoing)
- Continue to reach out to bloggers outside the library who work closely with youth and center youth in their services (Ongoing)
- Work to have bloggers write companion pieces to YALS articles (Ongoing)
- Continue to reach out to individual YALSA committees to see if they are interested in writing occasional blogs about what their committee is working on (Ongoing)
- Work with bloggers to incorporate more media (videos/photos) into posts (Ongoing)