

**YALSA Board of Directors Meeting
ALA Annual Conference, Washington DC
June 24 - 29, 2010**

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. mk took over as Blog Manager in October 2009. YALSA’s blog can be found at <http://yalsa.ala.org/blog/>.

Action Required: Consent

Blog Manager's Report

Since Midwinter 2010:

-As of this writing, we've added 215 new posts since January 1st. These include a number of interviews, regular YALSA Updates, a number of posts by the DC Local Arrangements Committee (which will be compiled into a wrap-up post before Annual), contributions from YALSA Emerging Leaders, and the Life on the YALSA Board series spearheaded by Linda Braun.

-We added a new Teen Blogger, Mary Boutet, who was recruited after her much-lauded contributions to the Midwinter BBYA Teen Feedback session. Her first post earlier this week is generating great enthusiasm for Annual and positive anticipation for the new Best Fiction for Young Adults list.

-Our readers nominated us for a Library Blog Award, organized by Salem Press. Although we were not ultimately named a winner, our continued recognition in the blogosphere points to a wider readership of the YALSA blog as well as increased appreciation for the work we do.

-We've published four new podcasts, including pre-election interviews with the two YALSA candidates for ALA president. At this point our regular podcasters are probably self-sufficient enough to be given advanced permissions on the blog, which would allow them to directly post and get podcasts published more quickly (and, hopefully, frequently).

-Blog manager mk Eagle will be participating in YALSA 101 at Annual, along with the regularly scheduled blogger meetup. 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.

-The blog manager will also be submitting drafts of new comment moderation policies and a revision of the blogger guidelines.

Statistics snapshot:

Page views:

January:	16,250	Jan. 09:	15,639
February:	15,461	Feb. 09:	14,793
March:	14,523	Mar. 09:	14,453
April:	11,429	Apr. 09:	12,419
May:	10,449	May 09:	11,038

Top referrers this quarter:

Twitter	936	(Down from 1,354 last quarter)
YALSA news & events	652	(Down from 957 last quarter)
YALSA homepage	443	(New in the top 5 this quarter)
Stumbleupon	406	(New in the top 5)
Google blog search	247	(New in the top 5)

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

yalsa blog	651	(Down from 740 last quarter)
yalsa	200	(Down from 284 last quarter)
kendra book	96	(New in the top 5 this quarter)
winamp	70	(New in the top 5)
dear teens	70	(New in the top 5)