

YALSA Board of Directors Meeting
ALA Annual Conference, Dallas
January 20 - 24, 2012

Topic: The Hub Manager Midwinter Report

Background: Gretchen Kolderup, the Member Manager of The Hub, YALSA's YA lit blog, has provided the Board with a semi-annual report. The purpose of the blog is to provide an online resource for teens to use to find reading recommendations. This blog focuses on young adult literature and provides teens and the librarians who serve them with a definitive web connection to blog posts, images, booklists, and videos and more all related to teen reading.

Action Required: Consent

The Hub Manager Midwinter Report

Submitted by Gretchen Kolderup

19 December 2011

Overview

Since Sarah Debraski's report in June, The Hub continues to grow: we're writing more posts, attracting more readers, receiving more comments, and recruiting more bloggers. The content we offer has become more varied and timely, and The Hub was nominated for a blogging award.

Attracted 68,198 page views, an average of 373 each day (compared to 241 page views per day for the previous six months)

- Received 418 comments (compared to 219 in the previous six months)
- We've grown to 26 regular bloggers and have 9 potential bloggers currently working on guest posts after a call for new voices in the December issue of YALSA E-News.

Page views

- June 2011: 7,642
- July 2011: 7,941
- August 2011: 11,584
- September 2011: 10,033
- October 2011: 15,619
- November 2011: 15,376

Top referrers (since creation of blog)

- Search engines (904)
- Twitter (202)
- Facebook (181)
- Yahoo Mail (64)
- Google Reader (61)
- School Library Journal blogs [A Chair, a Fireplace, and a Tea Cozy and Someday My Printz Will Come] (48)
- ala.org (37)

Top search terms (since creation of blog; similar searches consolidated)

- yalsa the hub (1743)
- the hub disney (1661)
- seventeenth summer (370)
- teen hub (355)
- the book smile (317)
- manga genres (218)
- transgender manga (177)
- best audiobooks for road trips (109)

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- Book lists around particular themes
- Analysis of current trends
- Personal essays
- Regular columns like "A Different Light" (which examines LGBT issues in YA lit) and "That Was Then, This Is Now" (which revisits older YA titles and recommends contemporary^x read-alikes)
- Creative pieces like the Mad Libs-style "DIY YA"