WEB DATA ANALYSIS

The number of users, sessions and pageviews continue impressive grown month over month. In fact, this year’s user and session totals have already passed 2020’s totals.

We did have about 5% more users on mobile this quarter. It is expected we will continue to see more use of the site on mobile devices in the future.

This chart shows that 72% of our users are finding resources on our site through Organic Search. This shows the content from the local history database is easy for search engines to grab.
### Web Sessions

**Users**: 10,885 (145.8%)
**Sessions**: 14,388 (103.9%)
**Pageviews**: 125,635 (13.1%)

**Avg. Session Duration**: 00:03:16 (-9.4%)

**Number of Sessions per User**: 1.32 (0.5%)

**Pages / Session**: 8.73 (-16.2%)

### Page Title

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>% Δ</th>
<th>Avg. Time on Page</th>
<th>% Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Search results</td>
<td>30,954</td>
<td>-10.1%</td>
<td>00:00:13</td>
<td>13.6%</td>
</tr>
<tr>
<td>2. Carnegie Library for Local History</td>
<td>9,025</td>
<td>1.6%</td>
<td>00:00:19</td>
<td>8.5%</td>
</tr>
<tr>
<td>3. Search results</td>
<td>2,670</td>
<td>-24.0%</td>
<td>00:00:13</td>
<td>-18.8%</td>
</tr>
<tr>
<td>4. Advanced Search</td>
<td>1,698</td>
<td>-26.3%</td>
<td>00:00:12</td>
<td>-5.9%</td>
</tr>
<tr>
<td>5. Search results</td>
<td>1,259</td>
<td>-26.0%</td>
<td>00:00:13</td>
<td>-0.4%</td>
</tr>
<tr>
<td>6. Top-level Collection</td>
<td>836</td>
<td>3.9%</td>
<td>00:00:10</td>
<td>-37.9%</td>
</tr>
<tr>
<td>7. Search results</td>
<td>789</td>
<td>-22.7%</td>
<td>00:00:14</td>
<td>0.9%</td>
</tr>
<tr>
<td>8. Fraternity and sorority buildings, University of Colorado</td>
<td>671</td>
<td>304.2%</td>
<td>00:00:21</td>
<td>-17.8%</td>
</tr>
<tr>
<td>9. Eldorado Springs The Crags Hotel: Photo 1</td>
<td>588</td>
<td>46.6%</td>
<td>00:00:31</td>
<td>-30.4%</td>
</tr>
<tr>
<td>10. Call Number</td>
<td>534</td>
<td>-0.4%</td>
<td>00:00:10</td>
<td>68.4%</td>
</tr>
</tbody>
</table>

### Pageviews %Δ

1 - 10 / 11796
FACEBOOK POST ENGAGEMENT

July

Lelia Feaster (1890-1987), a resident of Boulder for over seventy years, ran a beaut...
Reactions 36
Comments 0
Shares 4
Engagement 40
Engagement Rate <1%

August

In this photo from 1886, children play games outside of Baseline School as their...
Reactions 130
Comments 5
Shares 26
Engagement 161
Engagement Rate 2%

September

For fourteen years after the Boulder-Denver turnpike opened in 1952, a stray do...
Reactions 31
Comments 2
Shares 6
Engagement 39
Engagement Rate <1%

ANALYSIS

Sharing local history on social media is important for the Carnegie Library for Local History. Social media posts raise community awareness of library resources. Engagement on posts provides us an opportunity to interact with the community.

Social media posts show a drop in performance this quarter. New staff are learning how to create content for Facebook and Instagram.
INSTAGRAM POST ENGAGEMENT

July

directly via Instagram
09 Jul 2021 04:37 PM

This is how to stay cool on a hot day! Posed in front of the Interurban Bus at Eldorado...

- Reactions: 54
- Comments: 0
- Engagement: 54
- Engagement Rate: 2%

August

via Instagram by BPL Social Me...
20 Aug 2021 09:00 AM

In this photo from 1886, children play games outside of Baseline School as their...

- Reactions: 72
- Comments: 3
- Engagement: 75
- Engagement Rate: 2%

September

via Instagram by BPL Social Med...
30 Sep 2021 09:00 AM

For fourteen years after the Boulder-Denver turnpike opened in 1952, a stray dog...

- Reactions: 64
- Comments: 2
- Engagement: 66
- Engagement Rate: 2%
## Account Insights

### Trending by Views, Watch Time, & Subscriptions

**Views**
- Total Views: 2.6K

**Watch Time**
- Total Watch Time: 10:09

**Subscriptions Added & Removed**
- Added: 23
- Removed: 5

### Likes Added & Removed
- Added: 40
- Removed: 4

### Dislikes Added & Removed
- Added: 5
- Removed: 0

### Video Comments
- Added: 10

### Top Videos Watched

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Views</th>
<th>Watch Time</th>
<th>Video Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MROHP Shorts: Hippie Invasion, Boulder, CO</td>
<td>306</td>
<td>00:09:38</td>
<td>10</td>
</tr>
<tr>
<td>2. All Ages About the Alphabet with Johanna</td>
<td>103</td>
<td>00:11:42</td>
<td></td>
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<tr>
<td>3. Community Book Discussion with Dr. Jane Zelikova, Nuria</td>
<td>98</td>
<td>00:25:52</td>
<td>7</td>
</tr>
<tr>
<td>4. Summer of Discovery Finale 2021</td>
<td>77</td>
<td>00:03:12</td>
<td>1</td>
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<tr>
<td>5. Boulder Public Library’s Magic Book Sorting Machine (lon...</td>
<td>74</td>
<td>00:01:26</td>
<td></td>
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<tr>
<td>6. Paula Yoo: From a Whisper to a Rallying Cry, an Author Ta...</td>
<td>53</td>
<td>00:17:50</td>
<td>8</td>
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<tr>
<td>7. MROHP Interviews: David Rosdeitcher</td>
<td>53</td>
<td>00:06:38</td>
<td>1</td>
</tr>
<tr>
<td>8. MROHP Interviews: Charles Church McKay</td>
<td>50</td>
<td>00:21:17</td>
<td>2</td>
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<tr>
<td>9. Boulder Public Library’s Magic Book Sorting Machine (sho...</td>
<td>49</td>
<td>00:01:04</td>
<td></td>
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<tr>
<td>10. Song Form the Banana with Alice</td>
<td>44</td>
<td>00:01:49</td>
<td></td>
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<tr>
<td>11. Summer Kickoff: Drag Queen Story Hour with Zarah!</td>
<td>42</td>
<td>00:03:16</td>
<td>3</td>
</tr>
<tr>
<td>12. All Ages About Counting (Again!) with Johanna</td>
<td>41</td>
<td>00:08:29</td>
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<tr>
<td>13. Summer of Discovery 2021: Our Connected World</td>
<td>38</td>
<td>00:00:38</td>
<td></td>
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<tr>
<td>14. The SuperSHero Show</td>
<td>35</td>
<td>00:12:56</td>
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<tr>
<td>15. All Ages About Bathtime with Johanna</td>
<td>33</td>
<td>00:08:41</td>
<td></td>
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<tr>
<td>16. Toddler Time About Peek-A-Boo with Hannah</td>
<td>31</td>
<td>00:07:16</td>
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<tr>
<td>17. Teen Virtual Summit: Climate Justice Activist and Teen Au...</td>
<td>30</td>
<td>00:09:33</td>
<td>9</td>
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<tr>
<td>18. MROHP Interviews: Richard Garcia</td>
<td>29</td>
<td>00:04:37</td>
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<tr>
<td>19. Faerie Magick and Lore: With Magician Erica Sodos</td>
<td>28</td>
<td>00:19:15</td>
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</tr>
<tr>
<td>20. All Ages about Getting Dressed with Johanna</td>
<td>26</td>
<td>00:08:22</td>
<td></td>
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