DIGITAL SERVICES

First Quarter Report 2022
April 2022

Goals from Master Plan and Library Communications Plan:
Increase community awareness of library programs and services
Provide access to high-quality, relevant materials and resources.

Detailed reports are available at:
🔗 boulderlibrary.org/stats

Team Leads:
Lisa Holmberg
Annie Elliott
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Website & Catalog
(boulderlibrary.org & boulder.flatironslibrary.org)

**Goal:** Provide access to high-quality, relevant materials and resources. (2018 Library Master Plan, p. 67)

**Measure:** Sessions returning to previous levels from 2019

**Trend:**
Historically, the first quarter of the year is the high point of the year for website sessions. It is promising to see such strong session numbers, nearly matching those of the mostly pre-covid first quarter 2020.

<table>
<thead>
<tr>
<th></th>
<th>1Q 2022</th>
<th>% change prior year</th>
<th>1Q 2021</th>
<th>1Q 2020</th>
<th>1Q 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main site (boulderlibrary.org)</td>
<td>188,333</td>
<td>17%</td>
<td>161,154</td>
<td>189,476</td>
<td>210,755</td>
</tr>
<tr>
<td>Catalog (boulder.flatironslibrary.org)</td>
<td>161,843</td>
<td>8%</td>
<td>149,631</td>
<td>165,757</td>
<td>181,298</td>
</tr>
<tr>
<td>Total</td>
<td>350,176</td>
<td>13%</td>
<td>310,785</td>
<td>355,233</td>
<td>392,053</td>
</tr>
</tbody>
</table>
### Library Catalog

**boulder.flattironslibrary.org**

**Jan 1, 2022 - Mar 31, 2022**

<table>
<thead>
<tr>
<th>Users</th>
<th>Sessions</th>
<th>Pageviews</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>58,477</td>
<td>161,843</td>
<td>666,366</td>
<td>4.12</td>
<td>00:03:56</td>
</tr>
</tbody>
</table>

| % | 7.9% | -3.1% | 37.1% | -21.2% | 4.5% |

### Web Sessions

- Sessions (previous quarter) vs. Jan, Feb, Mar 2022
- Sessions: 161,843
- Number of Sessions per User: 2.77
- Pageviews: 666,366
- Pages / Session: 4.12
- Avg. Session Duration: 00:03:56

### Searches

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searchs</th>
<th>% Δ</th>
<th>% Search Refinement</th>
<th>% Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>harry potter</td>
<td>107</td>
<td>5.9%</td>
<td>24.75%</td>
<td>0.8%</td>
</tr>
<tr>
<td>the lincoln highway</td>
<td>100</td>
<td>-27.5%</td>
<td>28.23%</td>
<td>-4.3%</td>
</tr>
<tr>
<td>wings of fire</td>
<td>87</td>
<td>1.2%</td>
<td>53.85%</td>
<td>31.0%</td>
</tr>
<tr>
<td>cloud cuckoo land</td>
<td>84</td>
<td>-38.7%</td>
<td>39.8%</td>
<td>0.8%</td>
</tr>
<tr>
<td>the midnight library</td>
<td>75</td>
<td>10.3%</td>
<td>41.05%</td>
<td>8.6%</td>
</tr>
<tr>
<td>dune</td>
<td>69</td>
<td>-54.6%</td>
<td>35%</td>
<td>33.1%</td>
</tr>
<tr>
<td>midnight library</td>
<td>69</td>
<td>97.1%</td>
<td>43.04%</td>
<td>-21.4%</td>
</tr>
<tr>
<td>lincoln highway</td>
<td>67</td>
<td>-16.3%</td>
<td>41.86%</td>
<td>-17.2%</td>
</tr>
<tr>
<td>braiding sweetgrass</td>
<td>67</td>
<td>-23.9%</td>
<td>38.04%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>Maus</td>
<td>64</td>
<td>6,300.0%</td>
<td>13.64%</td>
<td>-86.4%</td>
</tr>
</tbody>
</table>

### Sessions by Device

- Desktop: 33.1%
- Mobile: 63.8%
- Tablet: 3.1%
Newsletter

Goal: Increase community awareness of library and citywide programs and services.
(2018 Library Master Plan, p.45 and 2022 Library Communications Plan)
Measure: Increase newsletter opens and views of news articles on our website.

Trend:
We now have just over fifty thousand subscribers to our bi-weekly newsletter. Newsletter opens have jumped up significantly this quarter to an average of 34.61%. With the most opens on the February newsletter titled, Library District Update.

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<th>1Q 2021</th>
<th>1Q 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Opens</td>
<td>34.61%</td>
<td>82%</td>
<td>18.97%</td>
<td>22.26%</td>
</tr>
</tbody>
</table>
Social Media

Goal: Increase community awareness of library programs and services. (2018 Library Master Plan, p.45)

Measure: Post daily on all social media platforms.

Trend:
The Social Media team meet their goal of posting on average once a day on all social media platforms this year. This goal is important to maintain our social media presence.

Per post engagement is down slightly, due to our increased number of posts per day this quarter. Impressions are strongly up.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Per Post</td>
<td>88.11</td>
<td>57.81</td>
<td>14.43</td>
</tr>
<tr>
<td>‣ -7.1%</td>
<td>‣ -4.4%</td>
<td>‣ -7.4%</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>312,987</td>
<td>2,838</td>
<td>104,021</td>
</tr>
<tr>
<td>‣ 22.4%</td>
<td>‣ 12.0%</td>
<td>‣ 47.7%</td>
<td></td>
</tr>
<tr>
<td>Post Count</td>
<td>127</td>
<td>107</td>
<td>142</td>
</tr>
</tbody>
</table>

> [detailed Facebook report](#)
> [detailed Instagram report](#)
> [detailed Twitter report](#)
Facebook: Top Posts By Engagement Rate

- Title: In honor of Black History Month, we celebrate Charles and Mildred Nelson. Charles...
  - Reactions: 336
  - Comments: 10
  - Shares: 37
  - Engagement: 383
  - Engagement Rate: 4%

- Title: In honor of women's history month, we celebrate activist Edith DeLong. As a student...
  - Reactions: 205
  - Comments: 3
  - Shares: 20
  - Engagement: 236
  - Engagement Rate: 3%

- Title: In this photo, Boulder youth line up for a ski lesson on Chautauqua Hill. The...
  - Reactions: 135
  - Comments: 2
  - Shares: 13
  - Engagement: 170
  - Engagement Rate: 2%

- Title: In the 1770s, Boulder-based Frieda Hensch and the Seeds sisters were among the...
  - Reactions: 84
  - Comments: 8
  - Shares: 94
  - Engagement: 146
  - Engagement Rate: 2%

Instagram: Top Posts By Engagement Rate

- Title: Tomorrow marks one year since the tragic King Soopers shooting. All City locations...
  - Reactions: 283
  - Comments: 2
  - Shares: 205
  - Engagement: 206
  - Engagement Rate: 7%

- Title: You may have heard that our beloved Seeds Library Cafe @seedsboulder is closing. ....
  - Reactions: 194
  - Comments: 21
  - Shares: 225
  - Engagement: 225
  - Engagement Rate: 9%

- Title: Taken in 1886, this is the easiest known photograph of Boulder. ....
  - Reactions: 186
  - Comments: 2
  - Shares: 188
  - Engagement: 218
  - Engagement Rate: 9%

- Title: Join us today for Your Next Great Read! In the comments, list one to three...
  - Reactions: 134
  - Comments: 17
  - Shares: 151
  - Engagement: 151
  - Engagement Rate: 4%

Twitter: Top Tweets By Engagement Rate

- Title: Today marks one year since the tragic King Soopers shooting. All City locations...
  - Likes: 95
  - Replies: 0
  - Retweets: 17
  - Engagement: 122
  - Engagement Rate: 2%

- Title: Starting Wednesday, Jan. 26, at 9 a.m., Main Library at 1001 Anapalas Ave. will...
  - Likes: 35
  - Replies: 6
  - Retweets: 11
  - Engagement: 52
  - Engagement Rate: 1%

- Title: The CU Science Discovery Toy Giveaway for families impacted by the...
  - Likes: 25
  - Replies: 0
  - Retweets: 15
  - Engagement: 40
  - Engagement Rate: <1%

- Title: If you or anyone you know has been impacted by the #MarshallFire, we invite yo...
  - Likes: 15
  - Replies: 0
  - Retweets: 16
  - Engagement: 31
  - Engagement Rate: <1%

- Title: Taken in 1886, this is the easiest known photograph of Boulder. ....
  - Likes: 19
  - Replies: 3
  - Retweets: 4
  - Engagement: 26
  - Engagement Rate: <1%