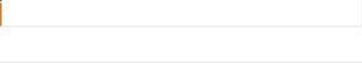


Carnegie Library Digital Report

Quarter 2: April – June 2022

Website

The number of users, sessions, and page views increased this quarter as did the average session duration, number of sessions per user, and pages viewed per session. Consistent with the previous quarter, nearly half of visitors accessed the site on a mobile device. Most patrons continue to find materials via organic search, indicating digital collections remain easily accessible to search engines. Notably, the Edwin Tangen photograph collection saw a substantial increase in use (page views jumped 197%). This increase was likely the result of an article published online by the Boulder Reporting Lab which included direct links. The article may also explain higher bounce rates.

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	16.50% ↑	0.45% ↑	17.02% ↑	21.81% ↑	7.52% ↓	3.43% ↑
1 Organic Search	28.94% ↑			10.83% ↓		
2 Direct	0.15% ↑			128.74% ↑		
3 Referral	2.22% ↓			104.54% ↑		
4 Social	43.26% ↓			51.07% ↑		
5 (Other)	35.09% ↓			7.57% ↓		

Blue: Q2 2022; Orange: Q2 2021

Users

11,361

↑ 16.3%

Avg. Session Duration

00:03:34

↑ 7.3%

Sessions

14,955

↑ 16.5%

Number of Sessions per User

1.32

↑ 1.5%

Pageviews

136,914

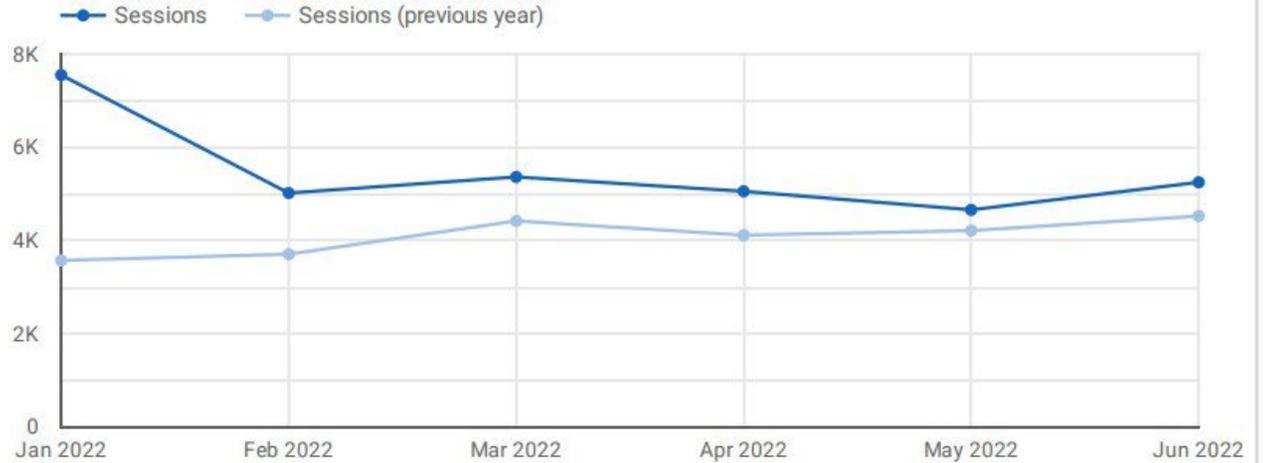
↑ 2.3%

Pages / Session

9.16

↑ 7.2%

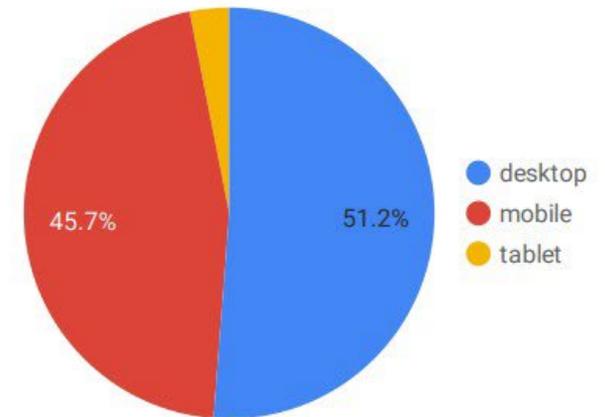
Web Sessions



User Page Visits

Page Title	Pageviews	% Δ	Avg. Time on Pa...	% Δ
Search results Carnegie Library for Local History	33,915	-11.4% ↓	00:00:13	-0.1% ↓
Carnegie Library for Local History	10,657	10.2% ↑	00:00:18	0.3% ↑
Advanced Search Carnegie Library for Local History	2,583	-21.6% ↓	00:00:11	-15.4% ↓
Search results Page 2 Carnegie Library for Local History	2,526	-14.1% ↓	00:00:17	3.7% ↑
Search results Page 3 Carnegie Library for Local History	1,231	-13.9% ↓	00:00:13	-13.2% ↓
Top-level Collection Carnegie Library for Local History	852	-9.8% ↓	00:00:14	-7.4% ↓
Search results Page 4 Carnegie Library for Local History	743	-16.3% ↓	00:00:18	36.7% ↑
Edwin Tangen collection Carnegie Library for Local History	654	197.3% ↑	00:00:31	67.2% ↑
Search results Page 5 Carnegie Library for Local History	605	-10.5% ↓	00:00:13	-22.3% ↓
Call Number Carnegie Library for Local History	544	-19.0% ↓	00:00:12	17.9% ↑

Sessions by Device



Social Media

Social Media continues to be an important component of outreach. Posts on Facebook, Instagram, and Twitter allow staff to share materials and interact with the community. In Q2, two of the top ten Facebook posts (in terms of engagement rate) featured local history content. Three Carnegie posts ranked in the top twenty on Twitter and one in the top twenty on Instagram. In an effort to generate greater interest and engagement across all social media platforms, staff will post more recent content (from the 1960s forward).

DATE	POST	ENGAGEMENT RATE ▼
Boulder Public Library Jun 04, 15:30	 Mark your calendars for an evening of West African drumming and dancing with the Mokomba Ensemble at South Boulder's Bill Bower Park! Saturday, June 18 at 4 p.m. Registration recommended, but not required. All ages welcome! ht...	300%
Boulder Public Library Jun 20, 20:00	 FRIDAY! 🌟Crash the library at this after-hours event just for teens! Watch Guardians of the Galaxy and chat about the movie using a smartphone, tablet or laptop. The messages you send show up on-screen! For grades 6-12. Register ...	250%
Boulder Public Library Jun 02, 23:10	 Unfortunately our Seedling Swap at Meadows on June 1st has been canceled. We hope you can join us at other Seed to Table events in the future!	233.33%
Boulder Public Library Jun 19, 14:02	 All Boulder Public Library locations are closed today, Sunday, June 19, 2022, in observance of #June19th.	210%
Boulder Public Library May 24, 15:05	 (Post with no description)	92.86%
Boulder Public Library May 27, 10:30	 In 1894, over Memorial weekend, a 100-year flood swept through Boulder. As seen in this photo, a railroad track kept the 4th Street bridge together despite the supports having been washed downstream. #boulderhistory ...	13.2%
Boulder Public Library Jun 01, 23:00	 Gardening with Colorado Native Plants Come join Deryn Davidson with CSU Extension to learn about how to incorporate native plants into your landscape, including plant options and design ideas. Native plants are adapted to our local climate and soil, help support...	12.33%
Boulder Public Library Apr 20, 18:34	 Asking that classic Colorado question on this lovely 4/20...🍷🍷🍷 #BarcodeFall #LittleLibraryProblems	12.02%
Boulder Public Library Apr 29, 15:00	 In these photos from 1912, children celebrate May Day at Mapleton School. #boulderhistory #boulderlibrary #carnegieforlocalhistory	12.01%
Boulder Public Library Jun 11, 14:00	 Create and learn about traditional Mexican God's Eyes at George Reynolds next Saturday! This bilingual workshop will teach the history of these colorful objects, and how and why the Mexican Weavers culture make them. Register...	11.86%

Videos produced by Carnegie remain popular on YouTube. Six of the top twenty videos this quarter feature the Maria Rogers Oral History Program (MROHP).

Account Insights

Apr 1, 2022 - Jun 30, 2022

Trending by Views, Watch Time, & Subscriptions

▶ Views
3.4K



🕒 Watch Time
10:01



Subscriptions Added & Removed

+ 24

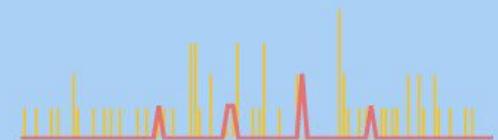


- 3

👍 Likes

+ 62

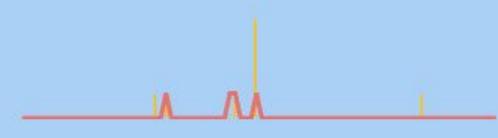
- 6



👎 Dislikes

+ 8

- 4



💬 Video Comments

+ 12



Top Videos Watched

	Video Title	Views ▾	Watch Time	Video Shares
1.	Summer of Discovery 2022	296 	00:02:10	2
2.	BeeChicas: Native Plants for Colorado Pollinators	267 	00:13:45	0
3.	Brian Pinkney coming soon!	143 	00:01:31	4
4.	Boulder Public Library's Magic Book Sorting Machine (long...	134 	00:01:16	3
5.	Gardening with Colorado Native Plants	129 	00:19:19	5
6.	MROHP Shorts: Hippie Invasion, Boulder, CO	110 	00:05:38	2
7.	Faerie Magick and Lore: With Magician Erica Sodos	101 	00:11:35	2
8.	All We Can Save: Truth, Courage, and Solutions for the Clim...	101 	00:11:04	3
9.	The Liberation Soundtrack: So You Want to Talk About Rac...	64 	00:19:24	0
10.	Boulder Public Library's Magic Book Sorting Machine (shor...	54 	00:01:35	0
11.	MROHP Interviews: Jacqueline "Jacque" Brever	53 	00:13:48	1
12.	All Ages with Head Shoulders Knees Toes by Leanne	39 	00:03:30	0
13.	Boulder Public Library Musical Storytime with Ruth	38 	00:05:23	2
14.	MROHP Interviews: Kenneth Lightfoot	37 	00:02:24	0
15.	Summer Kickoff: Drag Queen Story Hour with Zarah!	36 	00:02:24	1
16.	MROHP Interviews: David Rosdeitcher	35 	00:07:30	1
17.	MROHP Interviews: Richard Garcia	31 	00:00:54	0
18.	National History Day: Thesis Workshop with Kayla Gabehart	30 	00:09:23	0
19.	Boulder Public Library Cinema Program Online: Design Pro...	27 	00:13:38	5
20.	MROHP Shorts: Eldorado Springs Pool: Making a Splash fo...	25 	00:02:23	2

Digital Public Library of America (DPLA)

This quarter, 170 sessions were recorded with 94 users and 294 click throughs to Carnegie’s site. These numbers represent a substantial increase from Q1. Sessions increased 336%, users jumped 292%, item views expanded by 680%, and click throughs increased 1236%. These increases may be attributed to the resolution of issues relating to the mapping of metadata. In Q2, visitors spanned eleven states, as well as Italy and Australia. Popular materials continue to include several interviews from the Maria Rogers Oral History Program.

Q1 2022

DPLA Website (dp.la)

Item views	35
◦ Digital library catalog	35
◦ Exhibition	0
◦ Primary source set	0
Click throughs	22
Users	24
Sessions	39

Q2 2022

DPLA Website (dp.la)

Item views	273
◦ Digital library catalog	273
◦ Exhibition	0
◦ Primary source set	0
Click throughs	294
Users	94
Sessions	170

Item	Contributor	Views
Glass Plate Negative S-1248	Carnegie Library for Local History, Boulder Public Library	19
Great Depression, 1985	Carnegie Library for Local History, Boulder Public Library	15
Oral History with Timothy Schabacker, OH3037	Carnegie Library for Local History, Boulder Public Library	11
Oral History with Barbara and Donald Margolis, OH1814	Carnegie Library for Local History, Boulder Public Library	8
Oral history interview 1988	Carnegie Library for Local History, Boulder Public Library	7
Oral history interview with Gayle Thomas Zweck, 2002	Carnegie Library for Local History, Boulder Public Library	6
Anne Ophelia Todd Dowden and Raymond Dowden publicity photographs, 1975.	Carnegie Library for Local History, Boulder Public Library	5
Oral history interview with Leslie Durgin, 2003	Carnegie Library for Local History, Boulder Public Library	4
Oral history interview with Jay D. Jurie, 2015	Carnegie Library for Local History, Boulder Public Library	4
Boulder’s Black Community Obituary References, 1880-1949.	Carnegie Library for Local History, Boulder Public Library	4
Glass Plate Negative S-1238	Carnegie Library for Local History, Boulder Public Library	3
Glass Plate Negative S-2087	Carnegie Library for Local History, Boulder Public Library	3
Railroads	Carnegie Library for Local History, Boulder Public Library	3
848 10th Street photographs, 1993.	Carnegie Library for Local History, Boulder Public Library	3
Glass Plate Negative S-1565	Carnegie Library for Local History, Boulder Public Library	3