

# Carnegie Library Digital Report

Quarter 3: July – September 2022

## Website

The number of new users, sessions, and session duration increased whereas pages viewed per session decreased slightly. Consistent with previous quarters, 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.

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	31.05% ↑	2.79% ↑	34.71% ↑	98.66% ↑	2.69% ↓	1.00% ↑
1 Organic Search	37.10% ↑			146.92% ↑		
2 Direct	22.08% ↑			1.90% ↓		
3 Referral	7.78% ↓			12.17% ↑		
4 Social	29.64% ↑			46.55% ↑		
5 (Other)	15.58% ↓			18.46% ↑		
6 Email	100.00% ↓			100.00% ↓		

Blue: Q3 2022; Orange: Q3 2021

# Carnegie Local History Site

localhistory.boulderlibrary.org

Jul 1, 2022 - Sep 30, 2022

Users  
**14,499**  
 ↑ 33% from previous year

Avg. Session Duration  
**00:03:04**  
 ↓ -6% from previous year

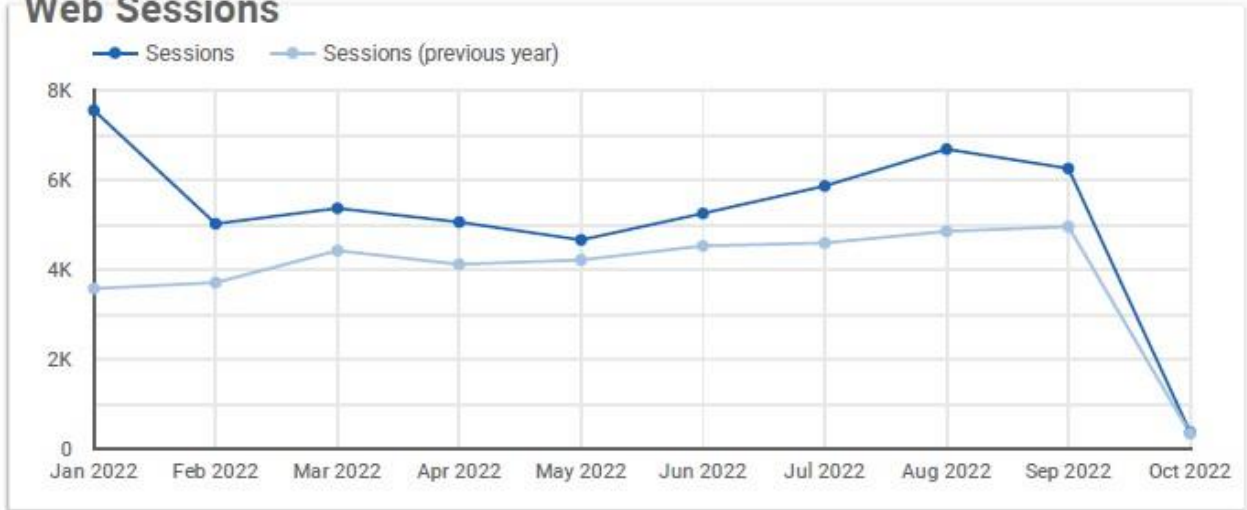
Sessions  
**18,790**  
 ↑ 31% from previous year

Sessions per User  
**1.3**  
 ↓ -2% from previous year

Pageviews  
**146,064**  
 ↑ 16% from previous year

Pages per Session  
**7.77**  
 ↓ -11% from previous year

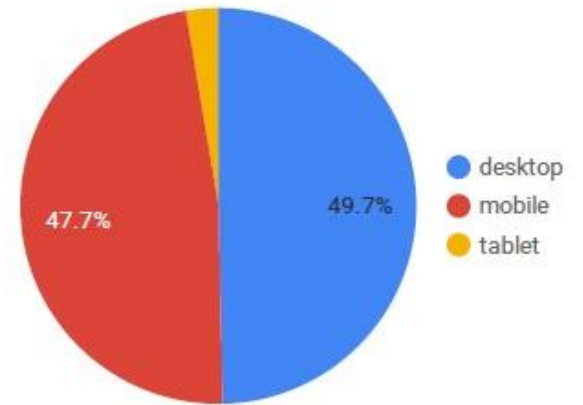
## Web Sessions



## User Page Visits

Page Title	Pageviews	% Δ	Avg. Time on Pa...	% Δ
Search results   Carnegie Library for Local History	34,986	1.5% ↑	00:00:14	10.1% ↓
Carnegie Library for Local History	10,397	-3.7% ↓	00:00:17	-10.1% ↓
Advanced Search   Carnegie Library for Local History	2,693	-0.8% ↓	00:00:10	-10.7% ↓
Search results   Page 2   Carnegie Library for Local History	2,565	-0.5% ↓	00:00:16	-3.8% ↓
Search results   Page 3   Carnegie Library for Local History	1,242	-1.0% ↓	00:00:17	30.7% ↑
Top-level Collection   Carnegie Library for Local History	852	-2.5% ↓	00:00:11	-16.3% ↓
Search results   Page 4   Carnegie Library for Local History	825	7.6% ↑	00:00:14	-21.4% ↓
Eldorado Springs The Crags Hotel: Photo 1   Carnegie Library fo...	672	41.8% ↑	00:00:34	-7.8% ↓
Fraternity and sorority buildings, University of Colorado, Boulde...	561	175.0% ↑	00:00:31	69.3% ↑
Search results   Page 5   Carnegie Library for Local History	542	-12.6% ↓	00:00:12	-5.8% ↓

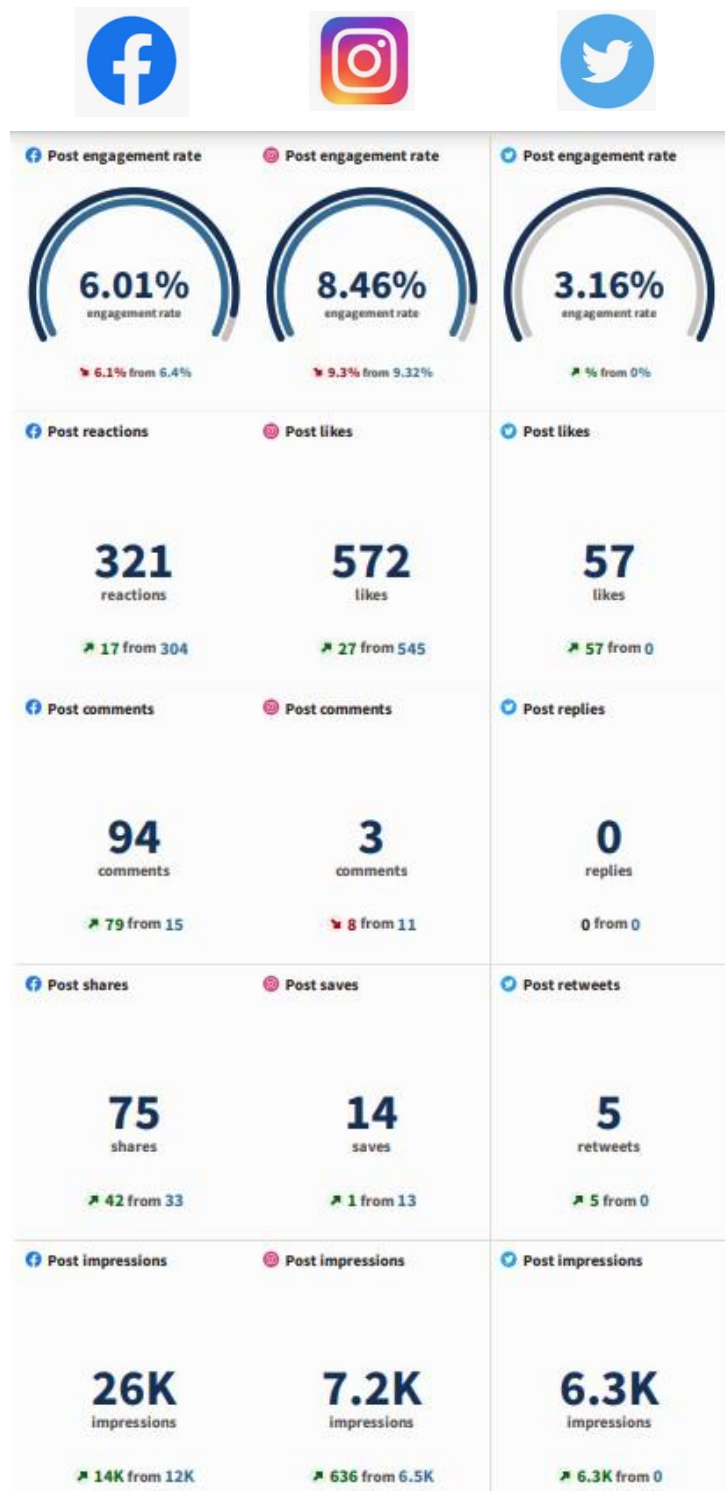
## Sessions by Device



## Social Media

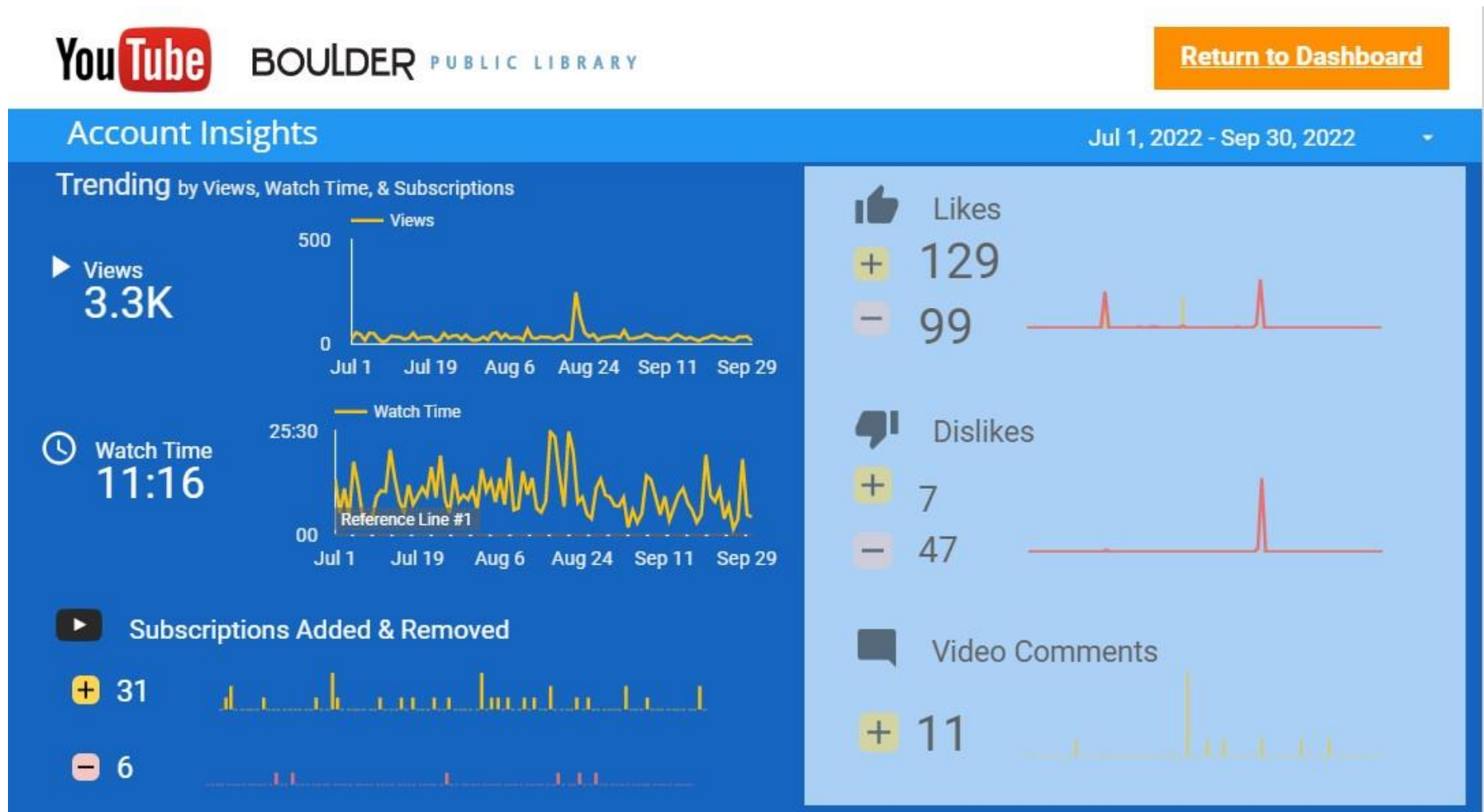
Social Media remains an important component of outreach. Posts on Facebook, Instagram, and Twitter allow staff to share materials and interact with the community. With one exception, post reactions, comments, shares, and impressions increased across all platforms this quarter.

Engagement rates were slightly lower on Facebook and Instagram. An emphasis on sharing more content from the 1960s through the 1990s likely contributed to the substantial increase in comments and shares on Facebook.



Social Media Comparison: Q2 2022 and Q3 2022

Videos produced by Carnegie continue to be popular on YouTube. Six of the top twenty videos this quarter feature the Maria Rogers Oral History Program (MROHP). *MROHP Shorts: Hippie Invasion, Boulder, CO* is a perpetual favorite and takes the top spot with 576 views and 23 shares.



## Top Videos Watched



	Video Title	Views ▾	Watch Time	Video Shares
1.	MROHP Shorts: Hippie Invasion, Boulder, CO	576	00:13:12	23
2.	Gardening with Colorado Native Plants	313	00:12:14	4
3.	Boulder Public Library's Magic Book Sorting Machine (long...	227	00:01:16	0
4.	All We Can Save: Truth, Courage, and Solutions for the Clim...	157	00:11:00	6
5.	BeeChicas: Native Plants for Colorado Pollinators	127	00:12:36	0
6.	Faerie Magick and Lore: With Magician Erica Sodos	112	00:12:01	1
7.	Boulder Public Library's Magic Book Sorting Machine (shor...	106	00:00:52	1
8.	MROHP Interviews: David Rosdeitcher	78	00:07:02	3
9.	All Ages with Head Shoulders Knees Toes by Leanne	44	00:02:27	0
10.	A Cozy Storytime with Author/Illustrator Loryn Brantz!	44	00:05:30	0
11.	MROHP Interviews: Charles Church McKay	40	00:24:18	0
12.	The Liberation Soundtrack: So You Want to Talk About Rac...	39	00:30:53	2
13.	MROHP Interviews: Jacqueline "Jacque" Brevier	37	00:22:00	1
14.	MROHP Interviews: James (Jim) Turner	32	00:22:35	1
15.	MROHP Interviews: Kenneth Lightfoot	31	00:04:45	1
16.	Boulder Public Library Cinema Program Online: Design Pro...	25	00:02:59	2
17.	BoulderReads: the adult literacy & language program of the...	24	00:01:51	0
18.	All Ages About Counting (Again!) with Johanna	24	00:17:46	0
19.	Paula Yoo: From a Whisper to a Rallying Cry, an Author Talk...	21	00:13:52	0
20.	All Ages About Food with Hannah	19	00:02:02	0

## Digital Public Library of America (DPLA)

This quarter, 191 sessions were recorded with 106 users and 312 click throughs to Carnegie’s site. These numbers represent small (13% or less) increases from Q2. Visitors spanned **thirteen** states (up from eleven), as well as Italy and Australia. Materials generating click throughs include several glass plate slide images and interviews from the Maria Rogers Oral History Program.

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

Q3 2022

### DPLA Website (dp.la)

Item views	284
◦ Digital library catalog	284
◦ Exhibition	0
◦ Primary source set	0
Click throughs	312
Users	106
Sessions	191

Item	Contributor	Click throughs
Glass Plate Negative S-1248	Carnegie Library for Local History, Boulder Public Library	13
Glass Plate Negative S-2811	Carnegie Library for Local History, Boulder Public Library	9
Glass Plate Negative S-2264	Carnegie Library for Local History, Boulder Public Library	9
Glass Plate Negative S-1238	Carnegie Library for Local History, Boulder Public Library	8
Glass Plate Negative S-2720	Carnegie Library for Local History, Boulder Public Library	8
Boulder’s Black Community Obituary References, 1880-1949.	Carnegie Library for Local History, Boulder Public Library	8
Great Depression, 1985	Carnegie Library for Local History, Boulder Public Library	8
Glass Plate Negative S-3355	Carnegie Library for Local History, Boulder Public Library	6
Glass Plate Negative S-1908	Carnegie Library for Local History, Boulder Public Library	5
Glass Plate Negative S-2606	Carnegie Library for Local History, Boulder Public Library	5
Oral History with Timothy Schabacker, OH3037	Carnegie Library for Local History, Boulder Public Library	5
Glass Plate Negative S-2293	Carnegie Library for Local History, Boulder Public Library	4
Glass Plate Negative S-707	Carnegie Library for Local History, Boulder Public Library	4
Glass Plate Negative S-2087	Carnegie Library for Local History, Boulder Public Library	4
Glass Plate Negative S-919	Carnegie Library for Local History, Boulder Public Library	4
Oral history interview with Gayle Thomas Zweck, 2002	Carnegie Library for Local History, Boulder Public Library	3
Glass Plate Negative S-1215	Carnegie Library for Local History, Boulder Public Library	3