

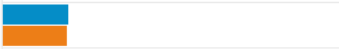

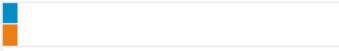







Carnegie Library Digital Report

Quarter 4: October – December 2022

Website

The number of users and sessions both increased this quarter in comparison with Q4 2021 and pageviews remained consistent. As noted in previous reports, half of all visitors access the site via a mobile device or tablet. Most patrons continue to find materials via organic search, indicating Carnegie’s digital collections remain easily accessible to search engines. “Camera clippings and photos”, a finding aid for the *Boulder Daily Camera* collection, ranks among the quarter’s top pages; this is consistent with materials pulled for patron appointments. Goals for 2023 include ensuring the website meets accessibility standards.

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	9.36% ↑	4.08% ↑	13.82% ↑	25.58% ↑	0.46% ↓	1.04% ↑
1 ■ Organic Search	12.80% ↑			51.94% ↑		
2 ■ Direct	2.66% ↑			30.27% ↓		
3 ■ Referral	3.91% ↑			75.49% ↑		
4 ■ Social	33.25% ↓			62.55% ↓		
5 ■ (Other)	87.80% ↑			100.00% ↑		

Blue: Q4 2022; Orange: Q4 2021

Carnegie Local History Site

localhistory.boulderlibrary.org

Oct 1, 2022 - Dec 31, 2022

Users

13,461

↑ 14% from previous year

Avg. Session Duration

00:03:21

↓ -7% from previous year

Sessions

17,256

↑ 9% from previous year

Sessions per User

1.28

↓ -5% from previous year

Pageviews

144,227

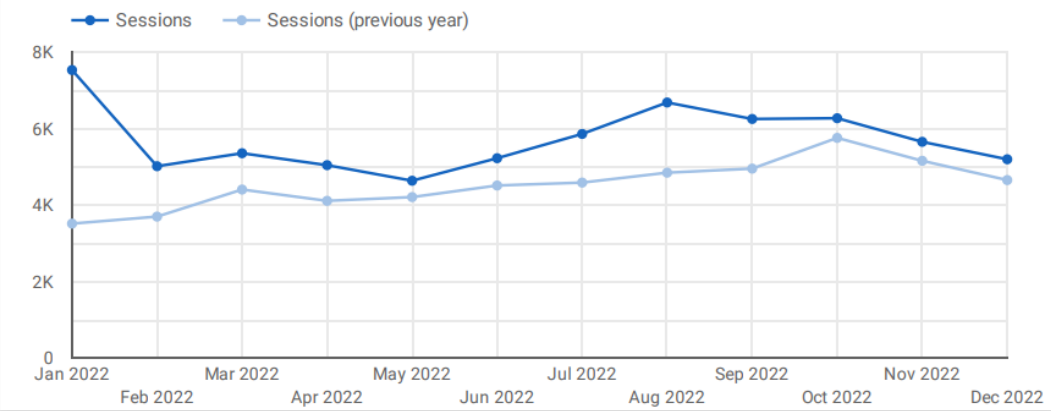
↓ 0% from previous year

Pages per Session

8.36

↓ -8% from previous year

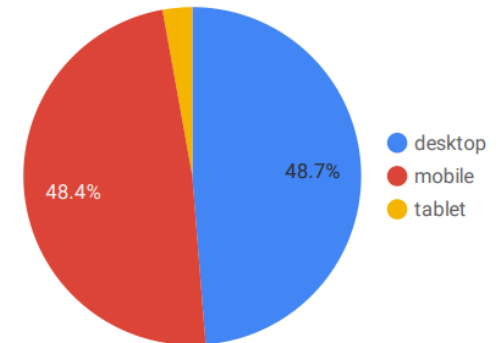
Web Sessions



User Page Visits



Page Title	Pageviews	% Δ	Avg. Time on Pa...	% Δ
Search results Carnegie Library for Local History	35,697	2.0% ↑	00:00:13	-8.2% ↓
Carnegie Library for Local History	10,081	-3.0% ↓	00:00:18	7.6% ↑
Advanced Search Carnegie Library for Local History	2,613	-3.0% ↓	00:00:13	28.6% ↑
Search results Page 2 Carnegie Library for Local History	2,441	-4.8% ↓	00:00:12	-23.0% ↓
Search results Page 3 Carnegie Library for Local History	1,269	2.2% ↑	00:00:15	-11.7% ↓
Top-level Collection Carnegie Library for Local History	867	1.8% ↑	00:00:09	-22.9% ↓
Search results Page 4 Carnegie Library for Local History	865	4.8% ↑	00:00:12	-10.3% ↓
Search results Page 5 Carnegie Library for Local History	618	14.0% ↑	00:00:13	3.5% ↑
Camera clippings & photos Carnegie Library for Local History	521	52.3% ↑	00:00:50	-8.3% ↓
Search results Page 6 Carnegie Library for Local History	386	5.5% ↑	00:00:12	0.2% ↑

Sessions by Device





Social Media

Social Media remains an important component of outreach. In comparison with the previous quarter, comments on posts tagged “Lib-Local History” are up on all three platforms (Facebook, Twitter, and Instagram). Please note, “Lib-Local History” was mistakenly used for a few Your Next Great Read posts, which may skew the data. The top posts on each platform for “Lib-Local History” (below) indicate the popularity of photos from the 60s-70s, images from notable local events, and unique ephemera including menus.

DATE	POST	COMME...	ENGAGE... ▼	LINK CLI...	REACTI...	SHARES
Boulder Public... Dec 16, 15:01	 Did you ever own a pair of Lange ski boots? The Lange Company was founded in 195... Lib - Local History	1	6.84%	1	20	9
Boulder Public... Oct 21, 14:03	 Does anyone recognize this electronics repair shop? We have many photos from the... Lib - Local History	2	6.65%	8	15	2

DATE	POST	AUTHOR	COMME...	ENGAGE...	ENGAGE...	LIKES ▼
boulderlib rary Dec 02, 15:02	 It began snowing early on December 1st, 1913 and continued until December 6t... Lib - Local History	BPL-SocialM...	1	234	14.69%	230
boulderlib rary Nov 18, 15:02	 Planning a vegetarian Thanksgiving meal? Take inspiration from this 1931 me... Lib - Local History	BPL-SocialM...	6	137	9.37%	125

DATE	POST	ENGAGE... ▼	IMPRES...	LIKES	REPLIES	RETWEE...
@boulderl ibrary Nov 18, 15:02	 Planning a vegetarian Thanksgiving meal? Take inspiration from this 1931 me... Lib - Local History	9.21%	239	5	1	3
@boulderl ibrary Dec 02, 15:02	 It began snowing early on December 1st, 1913 and continued until December 6t... Lib - Local History	4.77%	2,203	34	1	5

Videos produced by Carnegie remain popular on YouTube. Seven 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.

Account Insights

Oct 1, 2022 - Dec 31, 2022

Trending by Views, Watch Time, & Subscriptions

▶ Views
2.7K



🕒 Watch Time
09:06



▶ Subscriptions Added & Removed

+ 17



- 8



👍 Likes

+ 37

- 3



👎 Dislikes

+ 11

- 5























💬 Video Comments

+ 5



Top Videos Watched



	Video Title	Views ▾	Watch Time	Video Shares
1.	Boulder Public Library's Magic Book Sorting Machine (long...	199 	00:01:08	6
2.	Gardening with Colorado Native Plants	176 	00:10:27	3
3.	All We Can Save: Truth, Courage, and Solutions for the Clim...	157 	00:10:03	0
4.	Faerie Magick and Lore: With Magician Erica Sodos	126 	00:15:17	3
5.	Boulder Public Library's Magic Book Sorting Machine (shor...	115 	00:00:49	2
6.	MROHP Shorts: Hippie Invasion, Boulder, CO	81 	00:05:51	4
7.	A Cozy Storytime with Author/Illustrator Loryn Brantz!	50 	00:05:05	0
8.	BeeChicas: Native Plants for Colorado Pollinators	48 	00:16:04	2
9.	MROHP Interviews: David Rosdeitcher	48 	00:03:48	0
10.	MROHP Interviews: James (Jim) Turner	44 	00:21:55	2
11.	National History Day: Thesis Workshop with Kayla Gabehart	44 	00:04:33	0
12.	Song Form the Banana with Alice	38 	00:00:18	0
13.	The Liberation Soundtrack: So You Want to Talk About Rac...	37 	00:20:54	0
14.	Bilingual Action Rhyme with Dillon	36 	00:01:01	0
15.	MROHP Interviews: Jacqueline "Jacque" Brever	32 	00:16:00	1
16.	MROHP Interviews: Charles Church McKay	31 	00:34:06	0
17.	Summer Kickoff: Drag Queen Story Hour with Zarah!	28 	00:03:06	1
18.	MROHP Shorts: Eldorado Springs Pool: Making a Splash fo...	28 	00:02:19	8
19.	Boulder Public Library Cinema Program Online: Design Pro...	22 	00:04:17	1
20.	MROHP Interviews: Joel Haertling	20 	00:03:56	0

Digital Public Library of America (DPLA)

Item views, click throughs, users, and sessions all increased this quarter with visitors from eleven states as well as France. Popular materials continue to include several interviews from the Maria Rogers Oral History Program and images of railroads and locomotives.

Q3 2022

DPLA Website (dp.la)

Item views	11
◦ Digital library catalog	11
◦ Exhibition	0
◦ Primary source set	0
Click throughs	18
Users	13
Sessions	21

Q4 2022

DPLA Website (dp.la)

Item views	16
◦ Digital library catalog	16
◦ Exhibition	0
◦ Primary source set	0
Click throughs	20
Users	24
Sessions	35

Item	Contributor	Click throughs
Great Depression, 1985	Carnegie Library for Local History, Boulder Public Library	3
Great Depression, 1985	Carnegie Library for Local History, Boulder Public Library	2
Union Pacific Railroad engines	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with King K. Parsons	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Irvin and Elizabeth (Dee) Graham Demmon, 1991	Carnegie Library for Local History, Boulder Public Library	1
Colorado & Northwestern	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Ray Imel, 2009	Carnegie Library for Local History, Boulder Public Library	1
Oral History with Cary Wolfson, OH2093	Carnegie Library for Local History, Boulder Public Library	1
Railroads	Carnegie Library for Local History, Boulder Public Library	1
Union Pacific, Denver & Gulf Railroad	Carnegie Library for Local History, Boulder Public Library	1
Oral History with Clela Rorex	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Janet Chu, 2015	Carnegie Library for Local History, Boulder Public Library	1
Locomotives	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Harold Conroe, 1996	Carnegie Library for Local History, Boulder Public Library	1
Railroads	Carnegie Library for Local History, Boulder Public Library	1
Glass Plate Negative S-1455	Carnegie Library for Local History, Boulder Public Library	1
Railroads	Carnegie Library for Local History, Boulder Public Library	1