DIGITAL SERVICES

First Quarter Report 2023
April 2023

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
Julian Ingram
Website & Catalog  
(boulderlibrary.org & boulder.flatironslibrary.org)

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

**Measure:** Growth in use of web resources by the public.

**Trend:** Traditionally, the first quarter of the year has been the peak period for website sessions. This year catalog sessions during the first quarter dropped by 6% when compared to the previous year. The reason for this decline remains unclear. One possible explanation is the remediation work at the Main Library. This involved removing 30 public computers. These computers were set to load the Catalog and Main site homepage when users opened a browser.

On the other hand, Main site saw a 5% increase over the previous year. The library event calendar was the primary source of this growth. The event calendar had a remarkable 66% increase in sessions compared to the previous year. Event calendar sessions grew by 17% from the fourth quarter of 2022.

<table>
<thead>
<tr>
<th>Sessions</th>
<th>1Q 2023</th>
<th>% change prior year</th>
<th>1Q 2022</th>
<th>1Q 2021</th>
<th>1Q 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main site (boulderlibrary.org)</td>
<td>197,127</td>
<td>5%</td>
<td>188,333</td>
<td>161,154</td>
<td>189,476</td>
</tr>
<tr>
<td>Catalog (boulder.marmot.org)</td>
<td>151,403</td>
<td>-6%</td>
<td>161,843</td>
<td>149,631</td>
<td>165,757</td>
</tr>
<tr>
<td>Total</td>
<td>348,530</td>
<td>0%</td>
<td>350,176</td>
<td>310,785</td>
<td>355,233</td>
</tr>
</tbody>
</table>
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:
The bi-weekly newsletter has more than 50,000 subscribers, and the average open rate is close to 40%. Typically, we have over 20,000 readers of the newsletter.

This quarter, the March 8 edition was the most popular, with the highest number of opens and clicks. The subject line for this newsletter was "Library News: New Café Open!"

<table>
<thead>
<tr>
<th></th>
<th>1Q 2023</th>
<th>% change prior year</th>
<th>1Q 2022</th>
<th>1Q 2021</th>
<th>1Q 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Opens</td>
<td>39.60%</td>
<td>14%</td>
<td>34.61%</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:
Our social media team performed well this month, with a significant increase in engagement on both Facebook and Instagram. The library’s programs, including One Book One Boulder, Your Next Great Read, Library Card Art Contest, and Carnegie’s historical content, have remained extremely popular with our audience.

The social media team has been working hard to create compelling content that showcases the library’s offerings, and we’re pleased to see that their efforts are paying off.

<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><strong>129.83</strong></td>
<td><strong>58.06</strong></td>
<td><strong>4.96</strong></td>
</tr>
<tr>
<td>† 25% from previous 90 days</td>
<td>† 26% from previous 90 days</td>
<td>† -47% from previous 90 days</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td><strong>307,625</strong></td>
<td><strong>4,334</strong></td>
<td><strong>18,986</strong></td>
</tr>
<tr>
<td>† 50% from previous 90 days</td>
<td>† 4% from previous 90 days</td>
<td>† -60% from previous 90 days</td>
<td></td>
</tr>
<tr>
<td>Post Count</td>
<td><strong>105</strong></td>
<td><strong>108</strong></td>
<td><strong>90</strong></td>
</tr>
</tbody>
</table>
Facebook Top Posts

- Boulder Public Library
  - Feb 14, 2023
  - What is the Lindsey’s Boulder staff at Library Stands in 2023? Perl Street seeks input from City Council for household waste, recycling, and emerging waste. The city’s Central File Dept took this photo in 1985.
  - 11,944 reach
  - 8.49% engagement rate

- Boulder Public Library
  - Jan 30, 14:36
  - One book at Beaker & Bird is ‘an almost exact’ fit. The library posted hundreds of form book titles within their communities and neighborhoods. Learn more and register to attend an introductory event near you at bouldercolorado.org/senior booked
  - 11,587 reach
  - 11.06% engagement rate

- Boulder Public Library
  - Mar 15, 15:00
  - Do you remember when the International Museum of Family was part of the Boulder Shopping Center? The restaurant chain was said to be impacted by the city’s design and building code. This photo was taken sometime during the 1990s-1970s.
  - 6,398 reach
  - 16.82% engagement rate

- Boulder Public Library
  - Mar 15, 15:00
  - Who remembers Work & Waist? This television show, starring Robin Williams and Pat lick, was filmed in Boulder between 1979-1982. 
  - 5,392 reach
  - 9.81% engagement rate

- Boulder Public Library
  - Jan 31, 2022
  - Students and educators, you’re invited to join Open House at Carnegie Library Jan 26, 5-7:30. Join us to learn about archives and how to find primary sources. Explore exhibits covering various topics like access, diversity and
  - 4,607 reach
  - 9.55% engagement rate

Instagram Top Posts

- bouldercolorado
  - Jan 31, 2022
  - Winter Reading Giveaway! Like this post and tag a reading buddy in the comments for a chance to win! Sign up for our Winter Reading Challenge for additional opportunities to win. Winter Winner will be announced Friday, Jan. 31.
  - 272 engagement
  - 18.34% engagement rate

- bouldercolorado
  - Jan 17, 2022
  - The Boulder-Boulder Public Library, which opened in 1986, was the third standalone library established by the Boulder-Goel Advoce. They joined the term “library trolley” for their treatment services, beginning with the Boulder Creek,
  - 252 engagement
  - 13.04% engagement rate

- bouldercolorado
  - Jan 17, 2022
  - After creating registration plans and conducting the initial cleanup process, including further environmental testing, the city will open the Main Library on Monday, Jan. 17. The library will reopen without public access to the rooms.
  - 220 engagement
  - 11.98% engagement rate

- bouldercolorado
  - Feb 14, 2022
  - The City of Boulder and the library are pleased to announce that construction is ready to begin on the north Boulder Branch Library, at 4500 13th St. A groundbreaking ceremony is scheduled for 11 a.m. tomorrow, Wednesday, Feb.
  - 208 engagement
  - 12.5% engagement rate

- bouldercolorado
  - Mar 15, 2021
  - Call all artists! Join our Virtual Art Contest and show off your skills! All ages are welcome to participate, and the winning designs will be featured on our library cards for the next year! Follow kickoff!”
  - 206 engagement
  - 13.22% engagement rate

Twitter Top Posts

- @bouldercolorado
  - Mar 13, 2023
  - Celebrate Boulder’s 45th birthday today! Set your face paint, listen to music, and help us create a community art with stamp kits from the Timex Arts Studio. What could be more fun than coming together to celebrate our little local library with us?
  - 1,519 impressions
  - 1.12% engagement rate

- @bouldercolorado
  - Jan 30, 2023
  - 683 impressions
  - 0.15% engagement rate

- @bouldercolorado
  - Feb 14, 2023
  - Grandparent Games will be at Reynolds Library on Feb. 19. Play classic games, explore new ones. Teens and adults welcome: https://council boulderlibrary.org/event/27690635
  - 653 impressions
  - 0.77% engagement rate

- @bouldercolorado
  - Feb 14, 2023
  - Due to public activity in the area today’s (1/22/23) storytime at Main at 10:30 has been canceled. Thank you for understanding! https://bit.ly/storytime boulderlibrary status/186
  - 547 impressions
  - 1.65% engagement rate

- @bouldercolorado
  - Feb 13, 2023
  - Main Library update: Patrons can start picking up...
  - 469 impressions
  - 7.89% engagement rate