

DIGITAL SERVICES

Second Quarter Report 2023

July 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:

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Website & Catalog

(boulderlibrary.org & boulder.flatironslibrary.org)

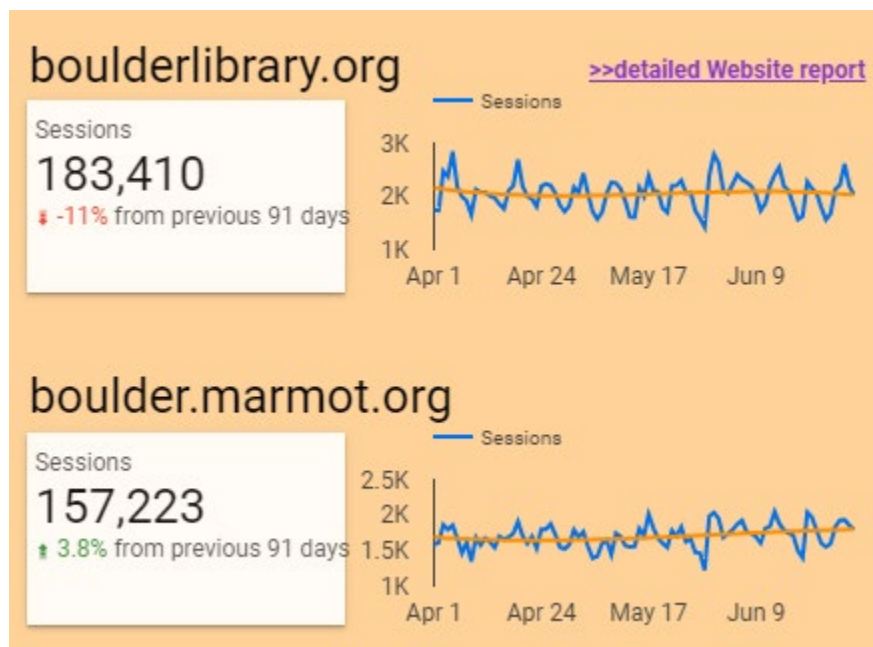
Goal: Provide access to high-quality, relevant materials and resources. (2018 Library Master Plan, p. 67)

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

Trend:

The number of people visiting our website has decreased this second quarter like it has in previous years. However, when we compare this year to the same time last year, we see an overall increase in website sessions. Our main website has grown by 6% in sessions compared to last year. The catalog site is also doing well, with user sessions increasing 3.8% from the previous quarter and a 3% increase from the same time last year.

This data shows that more people are interested in our catalog and are actively engaging with it.



Sessions	2Q 2023	% change prior year	2Q 2022	2Q 2021	2Q 2020
Main site (boulderlibrary.org)	183,410	6%	172,853	164,115	126,754
Catalog (boulder.marmot.org)	157,223	3%	152,685	141,724	85,809
Total	340,633	5%	325,538	305,839	212,563

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 53,000 subscribers, and the average open rate is close to 40%. Typically, we have over 20,000 readers of the newsletter.

This quarter, the April 5th edition was the most popular, with the highest number of opens and clicks. The subject line for this newsletter was "Library News: Groundbreaking ceremony for North Boulder Library!"

	2Q 2023	% change prior year	2Q 2022	2Q 2021	2Q 2020
Newsletter Opens	39.49%	7%	36.87%	20.24%	25.67%

Social Media

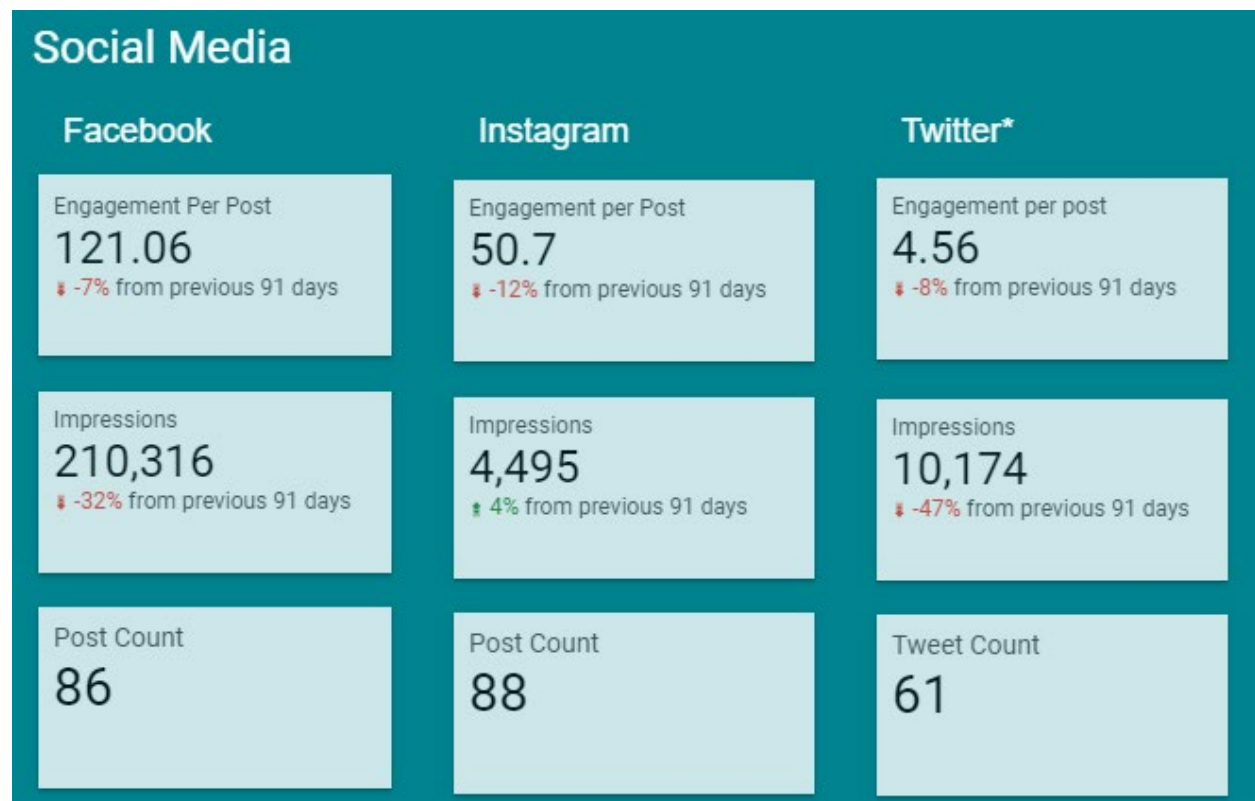
Goal: Increase community awareness of library programs and services. (2018 Library Master Plan, p.45)

Measure: Post daily on all social media platforms.





Trend:

Starting in March, the Communications Program Manager position was vacant. This caused the library's social media team to be short-staffed most of second quarter. Other team members' work responsibilities changed, leading them to step down from the team. Several new team members joined in June and are excited to begin contributing.

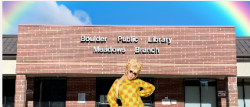

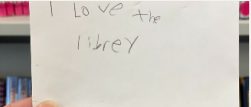


Because of our limited staff, posting frequency dropped by around 20% this quarter. This resulted in a decrease in the number of people reached on Facebook and Twitter. Surprisingly, there was a slight increase in reach on Instagram. Unfortunately, the engagement per post declined on all platforms. Going forward, the team is focusing on strategies to boost engagement. We have already begun to increase our posting frequency to grow our reach on social media.






Top Facebook Posts

 <p>Boulder Public Library Apr 28, 14:00</p> <p>Construction of the Pearl Street Pedestrian Mall was completed in April 1976. What is your earliest memory of this Boulder icon? #boulderhistory #carnegielibraryforlocalhistory</p> <p>12,333 reach 12.04 % engagement rate</p>	 <p>Boulder Public Library Jun 23, 13:35</p> <p>Located at 2053 Broadway, the Aristocrat Steak House was a popular Boulder diner known for its six-egg omelets, steak sandwiches, and traditional Greek fare. Who remembers eating here? #carnegielibraryforlocalhistory</p> <p>9,102 reach 12.76 % engagement rate</p>	 <p>Boulder Public Library Apr 14, 14:00</p> <p>What is now Rosetta Hall at 1109 Walnut St. used to be The Regency Theater. This photo was taken in 1988; do you remember watching movies here? #boulderhistory #carnegielibraryforlocalhistory</p> <p>7,210 reach 13.91 % engagement rate</p>	 <p>Boulder Public Library May 26, 14:00</p> <p>Boulder's IBM plant was dedicated in May 1967. More than 6,000 people witnessed the unveiling of the 752,000-square foot multi-building facility. Located five miles north of town, the plant's location spurred Boulder's growth to the northeast. Do you know</p> <p>5,822 reach 11.73 % engagement rate</p>	 <p>Boulder Public Library Jun 26, 22:27</p> <p>Maker Made 2023 : June 16- July 30, Canyon Gallery at Main. Curated by @bldg61! The maker movement represents the collective energy and ambition of a community of inventors, designers, engineers, artists, craftspeople and tinkerers. Its ethos is a</p> <p>5,696 reach 10.46 % engagement rate</p>
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Top Instagram Posts

 <p>boulderlibrary Jun 01, 18:00</p> <p>Read the rainbow 🌈 TODAY, list one to three books you love in the comments, and we'll suggest some new books. 📖👉 Live recommendations from 1-3 p.m. P.S. Happy Pride Month! 🏳️‍🌈🏳️‍🌈🏳️‍🌈🏳️‍🌈🏳️‍🌈🏳️‍🌈 #LibraryLove #PublicLibraries #Boulder</p> <p>420 engagement 17.84 % engagement rate</p>	 <p>boulderlibrary Jun 15, 18:00</p> <p>Audiobooks are their own kind of music 🎧 TODAY, list one to three books you love in the comments, and we'll suggest some new books. 📖👉 Live recommendations from 1-3 p.m. P.S. June is Audiobook Appreciation Month! Click the link in our bio</p> <p>405 engagement 11.65 % engagement rate</p>	 <p>boulderlibrary May 17, 00:00</p> <p>There's nothing like finding a love note to brighten your day. #FoundInTheStacks at Meadows 📖👉 #LibraryLove #BoulderCO</p> <p>152 engagement 17.16 % engagement rate</p>	 <p>boulderlibrary Apr 27, 18:00</p> <p>Librarians of all types are here to help with your information needs, including finding your next great read! TODAY, list one to three books you love in the comments, and we'll suggest some new books. 📖👉 Live recommendations from 1-3 p.m. P.S. Happy</p> <p>149 engagement 10.55 % engagement rate</p>	 <p>boulderlibrary Jun 10, 17:13</p> <p>TODAY! Jump into fairy tales and folklore at our Fairy Tale Festival at Meadows starting at 12:30 pm. At 2:30 enjoy an interactive film screening of Shrek 2!</p> <p>129 engagement 10.57 % engagement rate</p>
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Top Twitter Post

<p>Join the #SciFriBookClub! In May, the SciFri Book Club will be reading The Possibility of Life, by Jaime Green. Visit the SciFri Book Club website for more information about upcoming book discussions and events, including an</p> <p>@boulderlibrary Apr 23, 22:17</p> <p>562 impressions 2.49 % engagement rate</p>	 <p>@boulderlibrary Apr 20, 15:40</p> <p>Shoutout! From the @dailycamera's Letters to the Editor! Erin says, "My husband & I recently had a truly delightful experience at the Library's U-Fix-It Clinic. Everyone should know about this amazing resource... Within an</p> <p>550 impressions 3.09 % engagement rate</p>	<p>Author Leslie Vedder Visits Book Queeries this wee...</p> <p>@boulderlibrary May 08, 20:44</p> <p>Author Leslie Vedder Visits Book Queeries this week to discuss The Severed Thread, sequel to The Bone Spindle! https://boulderlibrary.org/feature/author-leslie-vedder-visits-book-queeries/</p> <p>413 impressions 3.63 % engagement rate</p>	 <p>@boulderlibrary May 27, 16:01</p> <p>☀️ Relive the magic of summer, childhood adventures, and baseball with "The Sandlot" at Meadows! 🍿📺 Snacks provided. http://ow.ly/80Ah500s Q&A TODAY 🕒 2:30 📺 Meadows Library 📖 FREE!</p> <p>303 impressions 1.65 % engagement rate</p>	 <p>@boulderlibrary Jun 05, 23:00</p> <p>🔥🔥 Ignite your creativity at BLDG 61's Makerspace's Open Studio! 🛠️🔧 Explore Laser Cutters, 3D Printers, Sewing Machines, and more from 2:30 p.m. to 6:45 p.m. this Tuesday and Wednesday. Details at http://bldg61.org</p> <p>266 impressions 4.14 % engagement rate</p>
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