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:
Lisa Holmberg
Julian Ingram
Emi Smith
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.

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

<table>
<thead>
<tr>
<th></th>
<th>2Q 2023</th>
<th>% change prior year</th>
<th>2Q 2022</th>
<th>2Q 2021</th>
<th>2Q 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Opens</td>
<td>39.49%</td>
<td>7%</td>
<td>36.87%</td>
<td>20.24%</td>
<td>25.67%</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:*
Starting in March, the Communications Program Manager position was vacant. This caused the library's social media team to be short-staffed most of the 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.

<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>121.06</td>
<td>50.7</td>
<td>4.56</td>
</tr>
<tr>
<td>(-7% from previous 91 days)</td>
<td>(-12% from previous 91 days)</td>
<td>(-8% from previous 91 days)</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>210,316</td>
<td>4,495</td>
<td>10,174</td>
</tr>
<tr>
<td>(-32% from previous 91 days)</td>
<td>(+4% from previous 91 days)</td>
<td>(-47% from previous 91 days)</td>
<td></td>
</tr>
<tr>
<td>Post Count</td>
<td>86</td>
<td>88</td>
<td>61</td>
</tr>
</tbody>
</table>
Top Facebook Posts

1. Boulder Public Library
   - Construction of the Pearl Street Pedestrian Mall was completed in April 1975. What is your earliest memory of this Boulder icon?
   - engagement rate: 12.04%
   - reach: 12,333

2. Boulder Public Library
   - Located at 2033 Broadway, the Arvocato Steak House was a popular Boulder dining spot known for its sin egg omelets, steak sandwiches, and traditional Greek fare. Has anyone remembers eating here?
   - engagement rate: 12.76%
   - reach: 9,102

3. Boulder Public Library
   - What’s now Rossetta Hall at 1239 Walnut St. used to be The Regency Theater. This photo was taken in 1999; do you remember watching movies here?
   - engagement rate: 15.01%
   - reach: 7,210

4. Boulder Public Library
   - Boulder’s first plant was dedicated in May 1957. More than 6,000 people witness 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?
   - engagement rate: 11.73%
   - reach: 5,822

5. Boulder Public Library
   - MakerFaire 2023 - June 16 - July 30, Canyon Gallery at Fino. Curated by @BDG01. The Maker movement represents the collective energy and ambition of a community of inventors, designers, engineers, artists, craftpeople and tinkers. It’s ethos is a
   - engagement rate: 10.46%
   - reach: 5,696

Top Instagram Posts

1. Boulder Library
   - Read the rainbow! TODAY, list one to three books you love in the comments, and we’ll suggest some new books.
   - engagement rate: 17.84%
   - reach: 420

2. Boulder Library
   - 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.
   - engagement rate: 11.65%
   - reach: 405

3. Boulder Library
   - There’s nothing like finding a love note to brighten your day, ifounditintheBath at meadowl. TODAY, share @boulderCO Libraries Audiobook Appreciation Month! Click the link in our bio.
   - engagement rate: 17.16%
   - reach: 152

4. Boulder Library
   - Librarians of all ages 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.
   - engagement rate: 10.55%
   - reach: 149

5. Boulder Library
   - TODAY! Jump into fairy tales and folklife at our Fairy Tale Festival at Meadowl starting at 11:30 pm! At 2:30 enjoy an interactive film screening of Shrek II!
   - engagement rate: 10.57%
   - reach: 129

Top Twitter Post

1. Boulder Library
   - Join the #SciFiBookClub! In May, the Sci-Fi Book Club will be reading The Possibility of Life, by Jaime Green. Visit the Sci-Fi Book Club website for more information about upcoming book discussions and events, including an
   - engagement rate: 2.49%
   - impressions: 562

2. Boulder Library
   - She:out from the daily camera’s Letters to the Editor! @Bill says, “My husband & I recently had a truly delightful experience at the Library’s U-Fix It Center. Everyone should know about this amazing resource... Within an
   - engagement rate: 3.09%
   - impressions: 550

3. Boulder Library
   - Author Leslie Edder Visits Book Querries this wee... Author Leslie Edder Visits Book Querries this wee... @boulderlibrary
   - engagement rate: 3.63%
   - impressions: 413

4. Boulder Library
   - Native to the magic of summer, childhood adventures, and baseball with “The Sandlot” at Meadowl! Snacks provided: http://bit.ly/BDG01SODOS CO. TODAY! 2:00 Meadowl Library FREE!
   - engagement rate: 1.65%
   - impressions: 303

5. Boulder Library
   - Ignite your creativity at BLDG01’s MakerSpace 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://bit.ly/1BDG01
   - engagement rate: 4.14%
   - impressions: 266