DIGITAL SERVICES
End of Year Report 2022
January 2023

Goals from Masterplan:
Increase community awareness of library programs and services
Provide access to high-quality, relevant materials and resources.

Detailed reports are available at:
boondlerlibrary.org/stats

Team Leads:
Lisa Holmberg
Annie Elliott
Julian Ingram
Website & Catalog
(boulderlibrary.org & Library Catalog)

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

Measure: Sessions returning to previous levels from 2019

Trend:
Session numbers continue to show steady growth for both our key websites. While the boulderlibrary.org site hasn’t yet returned to our goal of 2019 levels, we saw growth of 8.9% in our session totals for the year. The Library Catalog sessions grew 4% over the previous year.

<table>
<thead>
<tr>
<th>Site Sessions</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>boulderlibrary.org site</td>
<td>803,128</td>
<td>771,335</td>
<td>653,619</td>
<td>664,466</td>
<td>723,720</td>
</tr>
<tr>
<td>Library Catalog</td>
<td>686,510</td>
<td>721,978</td>
<td>536,210</td>
<td>595,940</td>
<td>620,111</td>
</tr>
</tbody>
</table>

Web Sessions 2018 - 2022

- boulderlibrary.org
- Library Catalog
**Newsletter**

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

*Trend:*  
The 2022 email newsletter ended with an open rate of 37%, which is 72% increase from the previous year. Factors contributing to this jump include registering our domain with Google Postmaster, the campaign to create a library district and the return of programs like JLF.

**Continued Increases in Newsletters Opens**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>% change prior year</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Opens</td>
<td>37.00%</td>
<td>72%</td>
<td>21.49%</td>
<td>21.33%</td>
</tr>
</tbody>
</table>

**Top 10 Newsletters by Percent Opened**

<table>
<thead>
<tr>
<th>Sent Date</th>
<th>Subject</th>
<th>Opens %</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 22, 2022, 10:14:00 AM</td>
<td>Library News: A library district is coming!</td>
<td>40.58%</td>
<td>4.33%</td>
</tr>
<tr>
<td>Sep 14, 2022, 4:00:00 PM</td>
<td>Library News: The greatest literary show on Earth ret…</td>
<td>39.75%</td>
<td>3.29%</td>
</tr>
<tr>
<td>Nov 9, 2022, 10:41:00 AM</td>
<td>Library News: ☕ New Cafe Coming Soon!</td>
<td>39.75%</td>
<td>4.84%</td>
</tr>
<tr>
<td>Sep 28, 2022, 9:43:00 AM</td>
<td>Library News: Storybook Character Contest!</td>
<td>38.63%</td>
<td>4.64%</td>
</tr>
<tr>
<td>Oct 26, 2022, 10:00:00 AM</td>
<td>Library News: We need your support!</td>
<td>38.42%</td>
<td>3.57%</td>
</tr>
<tr>
<td>Aug 31, 2022, 10:00:00 AM</td>
<td>Library News: 🎆 What’s all the buzz about? 🎆</td>
<td>38.32%</td>
<td>2.79%</td>
</tr>
<tr>
<td>Aug 17, 2022, 10:45:00 AM</td>
<td>Library News: ⭐ The last events of summer! ⭐</td>
<td>38.21%</td>
<td>2.32%</td>
</tr>
<tr>
<td>Oct 12, 2022, 10:00:00 AM</td>
<td>Library News: 🙀 Celebrate Día de los Muertos!</td>
<td>38.13%</td>
<td>2.45%</td>
</tr>
<tr>
<td>May 11, 2022, 3:25:00 PM</td>
<td>Library News: Plan your summer fun! ⭐</td>
<td>38.06%</td>
<td>2.69%</td>
</tr>
<tr>
<td>Jun 22, 2022, 10:05:00 AM</td>
<td>Library News: ⭐ Help us read 2 million minutes! ⭐</td>
<td>37.47%</td>
<td>2.50%</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:
Facebook remains one of our strongest ways to engage and reach users.
User engagement on Instagram remains strong because of programs like Your Next Great Read, but also to the hard work of the social media team to post new stories regularly.
Twitter engagement continues to drop. However, when compared with similar organizations our Twitter engagement numbers are strong.

<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>80.26</td>
<td>48.71</td>
<td>10.03</td>
</tr>
<tr>
<td>↓ 4% from previous year</td>
<td>↓ -11% from previous year</td>
<td>↓ -22% from previous year</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>960,222</td>
<td>4,164</td>
<td>233,774</td>
</tr>
<tr>
<td>↑ 14% from previous year</td>
<td>↑ 64% from previous year</td>
<td>↑ -26% from previous year</td>
<td></td>
</tr>
<tr>
<td>Post Count</td>
<td>453</td>
<td>447</td>
<td>550</td>
</tr>
</tbody>
</table>
Top 5 Posts of 2022

As we know from our data, posts about local news or local spins on national trends do well on all the platforms. Our followers greatly enjoy local history stories and posts. The following screen shots are of our most successful posts this year across all our platforms.

📍 Boulder voters have approved ballot measure 6C to create a library district! 🎉 The library is ecstatic to secure funding to restore hours and services, open Nobo, open a Gunbarrel branch, expand outreach and more! ❤️
@boulderlibrary

@harrystyles has his Next Great Read! Do you? List one to three books that you (or a family member) love in the comments, and we’ll suggest some new books 📚.

Recommendations provided between 1-3pm. 📚HarryHouse 📚HarryStyles 📚Libraries 📚BoulderCO 📚Boulder 📚mypolice

jonannadadisan WHO DID THIS 🎉

LIKED BY cableRdesigns and 277 others

MAY 25, 2022

Add a comment...

@boulderlibrary

Can you relate? 😊

Find Your Next Great Read today! List one to three books that you love in the comments, and we’ll suggest some new books 📚.

Live recommendations provided between 1-3pm.

LittleMiss 🌻LibraryLove

25w

That's a wrap for today. Join us again next week for Your Next Great Read! Same time, same place. 😊

25w 1 like

Add a comment...
An inspiring weekend with incredible authors, multicultural discussions, and a lively atmosphere awaits. Save your seat for the iconic Jaipur Literature Festival. Free for all at the Main Library from Sept. 17-18. JLF Be Literary Colorado

Register and find programming at: https://jlflitfest.org/colorado.

We still need volunteers! Support Boulder in hosting the international festival at bit.ly/volunteer-jlf.

Register, find speakers and sign up to volunteer at:
https://jlflitfest.org/colorado/

**Volunteer!**

**Venue Support**
- Serve as an usher, help attendees find seats, etc.

**Registration + Event Greeters**
- Greet attendees and make sure everyone gets registered and signed in

**Communications**
- Help with social media, share quotes, and take professional photos!

**Production**
- Set up stages, help with session logistics, take down, etc.

**Volunteer!**

**Event Preparation**
- Help with miscellaneous tasks including organizing volunteer training materials, computer work, etc.
  *No training required for event prep!
  Event prep is from Sept. 7 - 16.

**Author Activity Support**
- Coordinate book signing tables, assist in the author lounge, etc.

**Event Support**
- Greet other volunteers, coordinate the volunteer room, fill in between tasks to fill in as needed

See insights
BOULDERADO HOTEL
NEW YEAR DINNER
JANUARY 1, 1929
$1.00

Shrimp Cocktail
Consomme Clear
Chicken Okra
Celery Sweet Pickles
Fried Boneless Halibut, Grauíreth Potato
Choice of
Grilled Lamb Chops on Toast
Veal Chops, Sauté
Roast Young Turkey, Cranberry Sauce
Roast Prime Ribs of Beef, au jus
Mashed Potatoes
Creamed Cauliflower
Oyster Plant in Butter
Perfection Salad, Mayonnaise
Hot Rolls
Choice of
Martha Washington Pie Hot Mince Pie
Figs in Syrup
Pineapple Sundae and Cake

Tea Coffee Milk Postum

Happy