

# DIGITAL SERVICES

Third Quarter Report 2022  
Oct 2022

## 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](https://boulderlibrary.org/stats)

## Team Leads:

Lisa Holmberg  
Annie Elliott (out on leave)  
Aisha Ozaslan (covering for Annie)  
Julian Ingram

## Website & Catalog

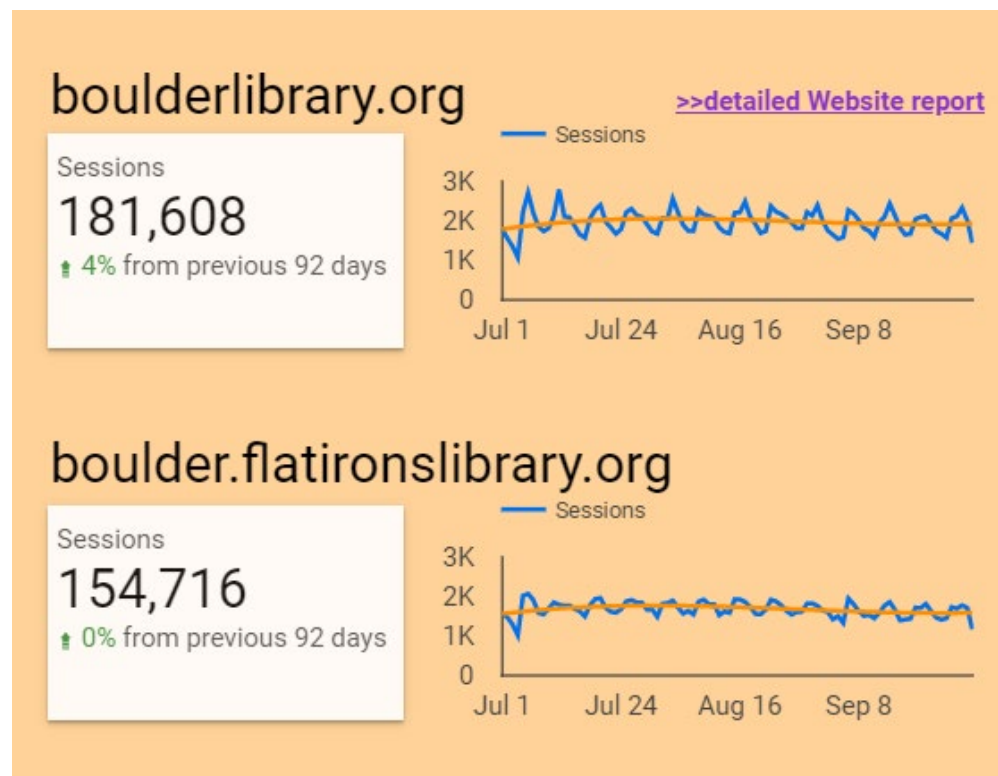
([boulderlibrary.org](https://boulderlibrary.org) & [boulder.flatironslibrary.org](https://boulder.flatironslibrary.org))

*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:*

This quarter shows slowing growth when compared to previous quarters this year. Looking closer at the data month by month, we see growth in sessions in both July and August. September shows a decrease of about 10% in sessions for both sites. There are two reasons for this decrease in September. First, the library was closed in September for one day more than in 2021. This was for Staff Day, Sept. 30. Second, is the return of JLF to the Main Library. For this program, the library changed many parts of its workflow, including moving our public computers at Main Library. This changes how both staff and the public use our web resources.



Sessions	3Q 2022	% change prior year	3Q 2021	3Q 2020	3Q 2019
Main site (boulderlibrary.org)	181,608	8%	168,449	174,905	183,688
Catalog (boulder.flatironslibrary.org)	154,716	2%	152,362	139,804	188,774
Total	336,324	5%	320,811	314,709	372,462

Users  
**54,648**  
↑ 1% from previous year

Avg. Session Duration  
**00:03:59**  
↑ 1% from previous year

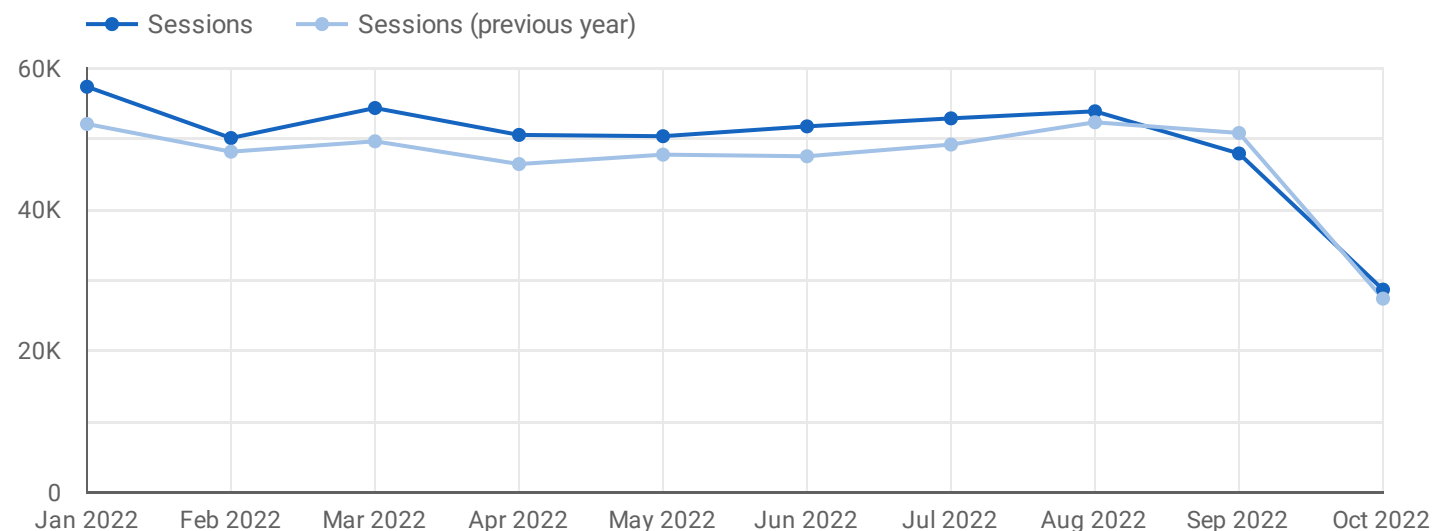
Sessions  
**154,716**  
↑ 2% from previous year

Sessions per Users  
**2.83**  
↑ 0% from previous year

Pageviews  
**623,639**  
↓ -3% from previous year

Pages per Sessions  
**4.03**  
↓ -5% from previous year

## Web Sessions

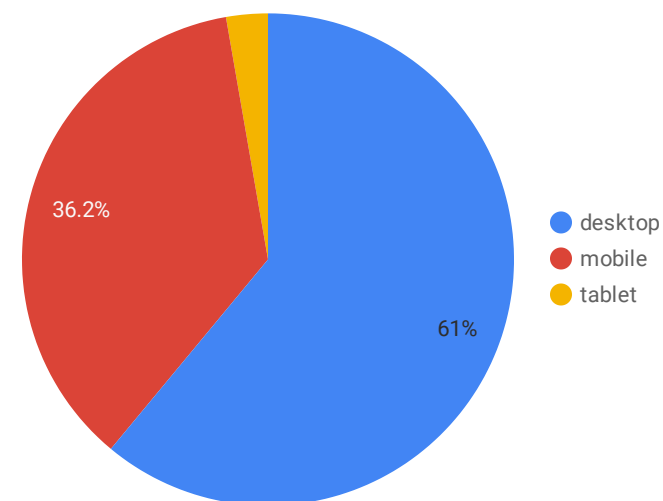


## Searches

	Search Term	Total Unique Search...	% Δ	% Search Refinemen...	% Δ
1.	lessons in chemistry	147	83.8% ↑	30.77%	-2.2% ↓
2.	where the crowds sing	123	156.3% ↑	40.67%	-11.9% ↓
3.	Lessons in chemistry	112	64.7% ↑	25.56%	10.3% ↑
4.	minecraft	108	-5.3% ↓	17.14%	-22.1% ↓
5.	colleen hoover	103	32.1% ↑	35.47%	20.6% ↑
6.	wings of fire	98	-7.5% ↓	41.29%	-7.0% ↓
7.	harry potter	85	-2.3% ↓	28.67%	-8.3% ↓
8.	Horse	80	233.3% ↑	28.71%	18.4% ↑
9.	horse	75	212.5% ↑	24.43%	-37.2% ↓
10.	it ends with us	72	0.0%	59.34%	-17.3% ↓

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## Sessions by Device



## Users

84,990

↑ 7% from previous year

## Avg. Session Duration

00:02:17

↑ 12% from previous year

## Sessions

181,608

↑ 8% from previous year

## Sessions per User

2.14

↑ 0% from previous year

## Pageviews

451,305

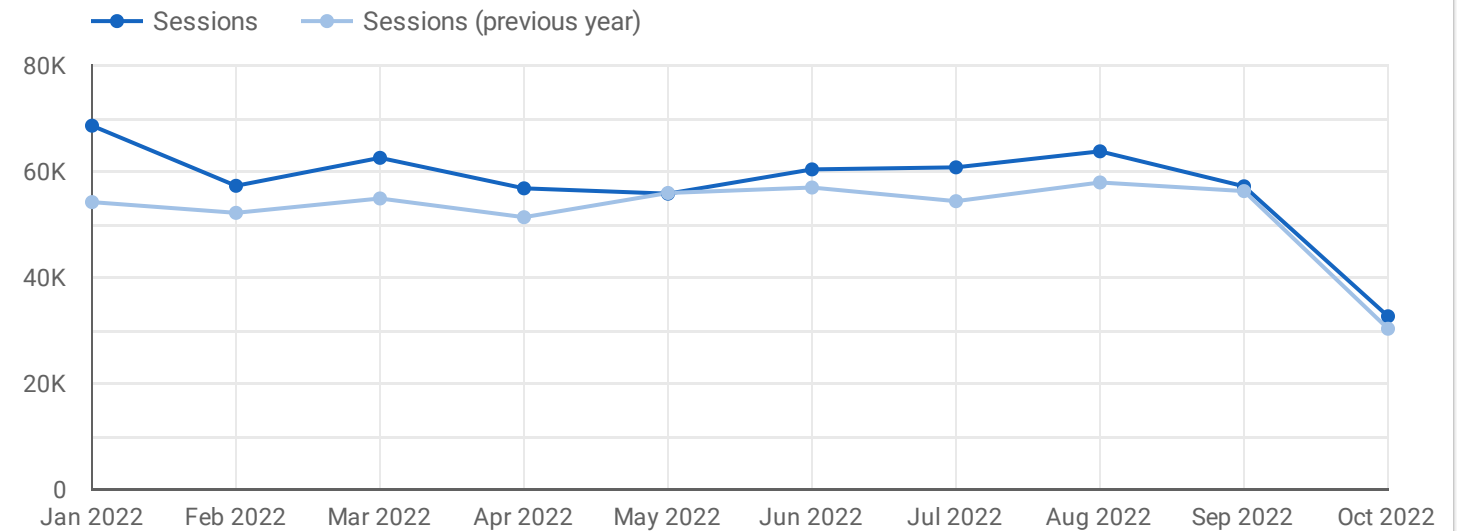
↑ 13% from previous year

## Pages per Session

2.49

↑ 5% from previous year

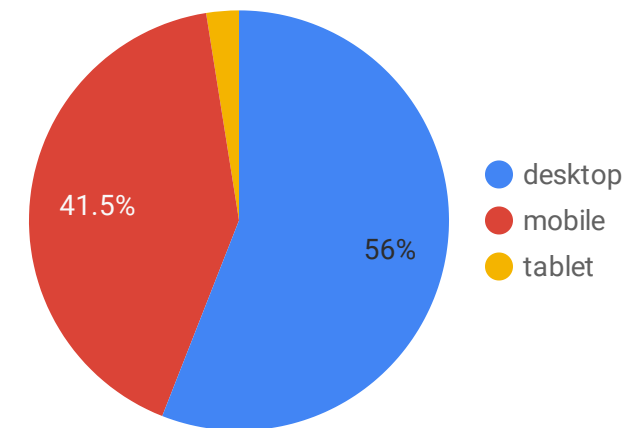
## Web Sessions



## User Page Visits

Page Title	Pageviews	% Δ	Avg. Time on Page	% Δ
Boulder Public Library	126,159	2.7% ↑	04:28	5.6% ↑
Library Events - Library Calendar - Boulder Public Library	35,401	24.8% ↑	43	3.0% ↑
Search results   Carnegie Library for Local History	34,984	3.2% ↑	14	7.0% ↑
Your Library Account   Boulder Public Library	11,112	20.4% ↑	02:02	-2.1% ↓
Carnegie Library for Local History	10,256	-1.2% ↓	17	-13.5% ↓
Home - Staff Links - LibGuides at Boulder Public Library	6,817	-3.7% ↓	08:09	-4.7% ↓
Home - Online Library: Enjoy the library's digital collection...	4,920	8.7% ↑	01:45	-12.4% ↓
Meeting & Study Rooms   Boulder Public Library	4,679	16.7% ↑	20	12.1% ↑
Library Calendar - Boulder Public Library	4,442	17.7% ↑	52	-10.2% ↓
Space Availability - Main Library - Library Calendar - Bould...	4,262	2.0% ↑	01:58	-8.0% ↓

## Sessions by Device



## 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 library's bi-weekly newsletter continues to perform strongly with opens averaging 37.59% for the quarter. The JLF newsletter from Sept. 14 had the most opens of the quarter at 39.75%.

	3Q 2022	% change prior year	3Q 2021	3Q 2020
<b>Newsletter Opens</b>	37.59%	82%	20.23%	19.46%

## Recent Mailings

Sent Date	Subject	Opens %	Link Clicks	Shares
Sep 28, 2022, 9:43:00 AM	Library News: Storybook Character Contest!	36.82%	2.30%	0
Sep 14, 2022, 4:00:00 PM	Library News: The "greatest literary show on Earth" returns!	39.75%	3.29%	0
Aug 31, 2022, 10:00:00 AM	Library News: What's all the buzz about?	38.32%	2.79%	0
Aug 17, 2022, 10:45:00 AM	Library News: The last events of summer!	38.21%	2.32%	0
Aug 3, 2022, 11:01:00 AM	Library News: All about arts and culture!	35.97%	3.49%	0
Jul 20, 2022, 10:06:00 AM	Library News: 11 days left in Summer of Discovery!	36.87%	2.13%	0
Jul 6, 2022, 10:00:00 AM	Library News: Discover summer fun!	37.21%	2.80%	0

Account Insights

Jul 1, 2022 - Sep 30, 2022

Subscribers

51,873

Avg. Open %

37.59%

📈 2% from previous quarter

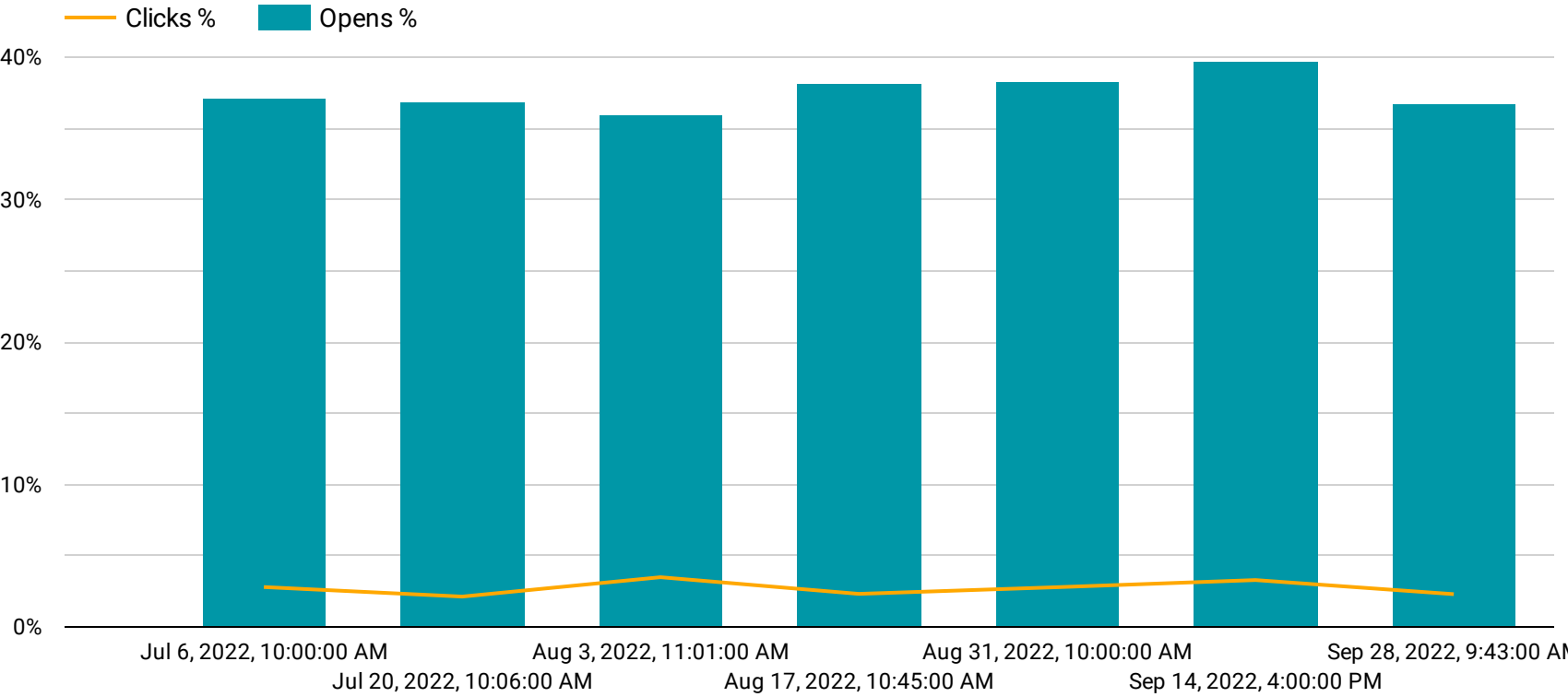
Newsletters Sent

7

Clicks %

2.73%

📉 -1% from previous quarter



Recent Mailings

	Sent Date ▾	Subject	Opens %	Link Clicks	Shares
1.	Sep 28, 2022, 9:43:00 AM	Library News: Storybook Character Contest!	36.82%	2.3%	0
2.	Sep 14, 2022, 4:00:00 PM	Library News: The “greatest literary show on Earth”...	39.75%	3.29%	0
3.	Aug 31, 2022, 10:00:00 AM	Library News: «What's all the buzz about?»	38.32%	2.79%	0
4.	Aug 17, 2022, 10:45:00 AM	Library News: ⭐ The last events of summer! ⭐	38.21%	2.32%	0
5.	Aug 3, 2022, 11:01:00 AM	Library News: 🎨 All about arts and culture! 🎨	35.97%	3.49%	0
6.	Jul 20, 2022, 10:06:00 AM	Library News: 11 days left in Summer of Discovery! ⭐	36.87%	2.13%	0
7.	Jul 6, 2022, 10:00:00 AM	Library News: ⭐ Discover summer fun! ⭐	37.21%	2.8%	0

## 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:*

The social media team has exceeded our goal of posting daily on all social media platforms this year. This goal is important to maintain our social media presence.

This quarter, the team worked to support an increase in program promotion requests. These included Summer of Discovery programs, JLF volunteer recruitment and regularly scheduled monthly programs. One innovation staff made is combining multiple programs into one social media post.

Your Next Great Read posts every Thursday continue to have high engagement rates. Staff work hard to create graphics that are timely to catch social media trends.

Here is a sample of our recent popular posts:



# LITTLE MISS NEEDS SOMETHING NEW TO READ



boulderlibrary

...



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

11w



amyleekennaway @mj.prosser



11w Reply



brkwnj @ben.\_jamminn



11w Reply

[View insights](#)

[Boost post](#)



Liked by lunacultura7 and 292 others

JULY 21



Add a comment...

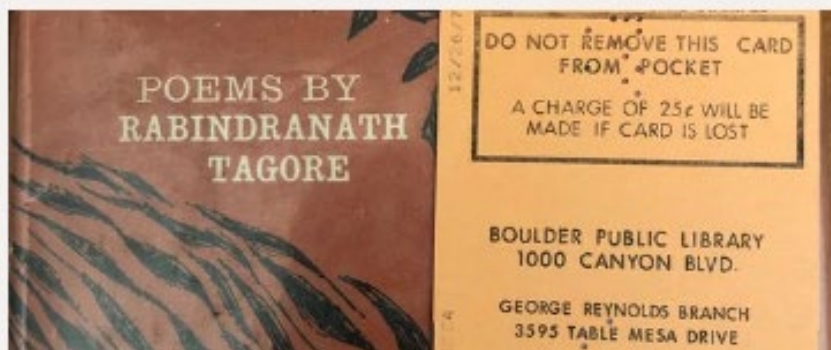
[Post](#)



**Boulder Public Library**

Aug 03, 22:06

This item checked out in December 1975 from the George Reynolds Branch and was recently returned. Since it was less than 50 years overdue we waived the \$1,710.80 in daily overdue fines. Just another benefit of going fines free! #librarylove #finesfree #foundinthebookreturn





## Social Media

### Facebook

Engagement Per Post

66.57

↑ 5% from previous 92 days

Impressions

235,127

↑ 13% from previous 92 days

Post Count

115

### Instagram

Engagement per Post

50.22

↑ 17% from previous 92 days

Impressions

3,991

↑ 7% from previous 92 days

Post Count

120

### Twitter\*

Engagement per post

8.1

↓ 0% from previous 92 days

Impressions











53,172

↑ 31% from previous 92 days











Tweet Count

147









## Facebook Top 5 Posts by Reach

DATE	POST	COMMENTS	ENGAGEMENT R...	REACH ▼	SHARES
 <b>Boulder Public Library</b> Sep 04, 16:01	 An inspiring weekend with incredible authors, multicultural discussions, and a lively atmosphere awaits. Save your sea...	3	5.1%	12,087	40
 <b>Boulder Public Library</b> Jul 03, 16:00	 All ages are welcome at our exclusive virtual visit by Grace Lin @pacylin on Sat, 7/23 at Main Library, George Reynolds...	4	1.73%	10,690	2
 <b>Boulder Public Library</b> Aug 12, 14:02	 Did you ever shop at Joslin's? Joslin Dry Goods Store was founded by John Jay Joslin in Denver circa 1873. A Boulder... <a href="#">Lib - Local History</a>	10	16.01%	5,579	20
 <b>Boulder Public Library</b> Jul 29, 15:01	 Mustard's Last Stand, at 1719 Broadway, is shown circa 1974 with the City's Park Central Building under construction to t... <a href="#">Lib - Local History</a>	5	11%	5,447	29
 <b>Boulder Public Library</b> Sep 23, 14:01	 In this photo from September 1977, Salli Landers of the Cuicacalli dance group performs for a crowd outside of the Sen... <a href="#">Lib - Local History</a>	3	6.45%	5,368	12

## Instagram Top 5 Posts by Reach

DATE	POST	COMMENTS	ENGAGEMENT RATE	REACH ▼
 <b>boulderlibrary</b> Jul 21, 18:02	 Can you relate? 🤔 Find Your Next Great Read today! List one to three books that you love in the comments, and we'll... <a href="#">Lib - YNGR</a>	16	4.89%	10,053
 <b>boulderlibrary</b> Jul 31, 17:02	 Friendly reminder from Floppy Frankie that today is the last day of Summer of Discovery! Log your final minutes and...	5	2.63%	2,507
 <b>boulderlibrary</b> Aug 14, 19:03	 US EVERYDAY!! #librariansrock #bookstagram #bibliophile #bookworms #bookaddict #goodreads #reads...	6	12.14%	1,895
 <b>boulderlibrary</b> Sep 22, 18:00	 It's the first day of fall - the perfect time to discover Your Next Great Read! Today, list one to three books that you love in the... <a href="#">Lib - YNGR</a>	15	10.58%	1,739
 <b>boulderlibrary</b> Jul 26, 00:01	 One week left to apply! 🍷 We are looking for a food service vendor to operate a cafe at the Main Library. Please help us sprea...	3	11.5%	1,617

## Twitter Top 5 Posts by Impressions

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS ▼	LIKES
 <b>@boulderlibrary</b> Aug 16, 22:00	 Volunteers needed! Meet renowned authors, enjoy inspiring conversations, and help make "the greatest literary show on earth"...	0.62%	4,331	3
 <b>@boulderlibrary</b> Sep 16, 14:01	 Fun fact: the 1967 edition of The World Book Encyclopedia features a color photo of Boulder Public Library as part of its entry f... <a href="#">Lib - Local History</a>	0.93%	3,338	10
 <b>@boulderlibrary</b> Jul 11, 13:00	NoBo Corner Library is closed today, June 11, due to staffing shortages and budget limitations. All other locations will continue holding regular hours.	1.69%	2,845	7
 <b>@boulderlibrary</b> Aug 30, 15:01	 Volunteers needed! Help bring the community together with speakers from around the world at the iconic Jaipur...	0.97%	2,482	4
 <b>@boulderlibrary</b> Aug 05, 14:01	Aug. 5 – Aug. 6: The Arapahoe parking lot at the Main Library is closed for Boulder Taco Fest. Parking is available in the Canyon parking lot and the public garage at 10th...	3.79%	1,636	6