

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:

 boulderlibrary.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)

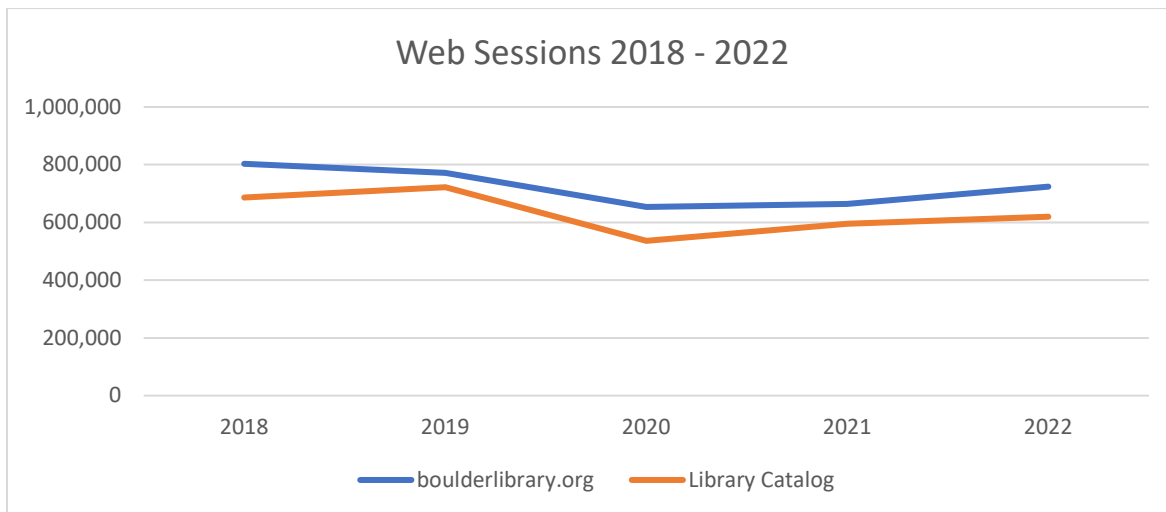
Measure: Sessions returning to previous levels from 2019

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.

Site Sessions	2018	2019	2020	2021	2022
boulderlibrary.org site	803,128	771,335	653,619	664,466	723,720
Library Catalog	686,510	721,978	536,210	595,940	620,111



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

	2022	% change prior year	2021	2020
Newsletter Opens	37.00%	72%	21.49%	21.33

Top 10 Newsletters by Percent Opened

Sent Date	Subject	Opens %	Link Clicks
Nov 22, 2022, 10:14:00 AM	Library News: A library district is coming!	40.58%	4.33%
Sep 14, 2022, 4:00:00 PM	Library News: The 🌟greatest literary show on Earth🌟 ret...	39.75%	3.29%
Nov 9, 2022, 10:41:00 AM	Library News: 🍷 New Cafe Coming Soon!	39.75%	4.84%
Sep 28, 2022, 9:43:00 AM	Library News: Storybook Character Contest!	38.63%	4.64%
Oct 26, 2022, 10:00:00 AM	Library News: We need your support!	38.42%	3.57%
Aug 31, 2022, 10:00:00 AM	Library News: 🌟 What's all the buzz about? 🌟	38.32%	2.79%
Aug 17, 2022, 10:45:00 AM	Library News: ☆ The last events of summer! ☆	38.21%	2.32%
Oct 12, 2022, 10:00:00 AM	Library News: 🧛 Celebrate Día de los Muertos!	38.13%	2.45%
May 11, 2022, 3:25:00 PM	Library News: Plan your summer fun! ☆	38.06%	2.69%
Jun 22, 2022, 10:05:00 AM	Library News: ☆ Help us read 2 million minutes! ☆	37.47%	2.50%

Social Media

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

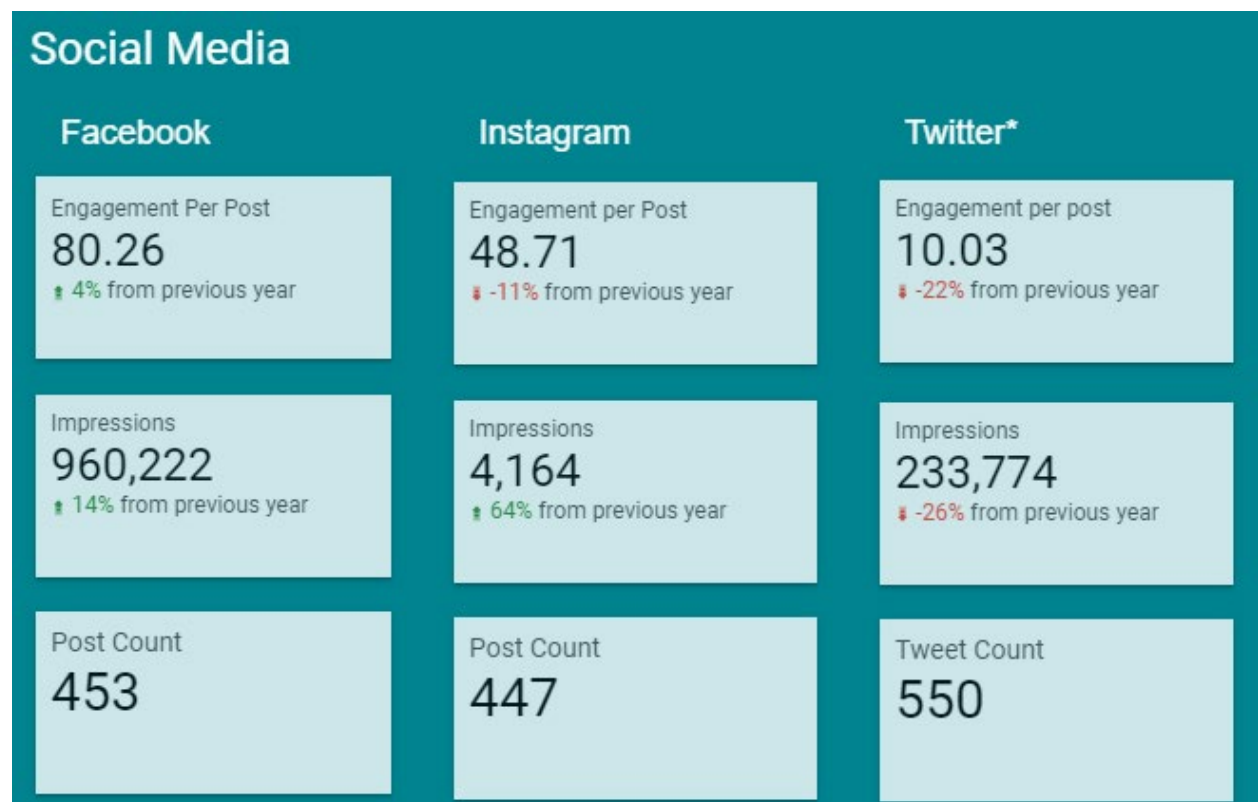
Measure: Post daily on all social media platforms.

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.



Top 5 Posts of 2022

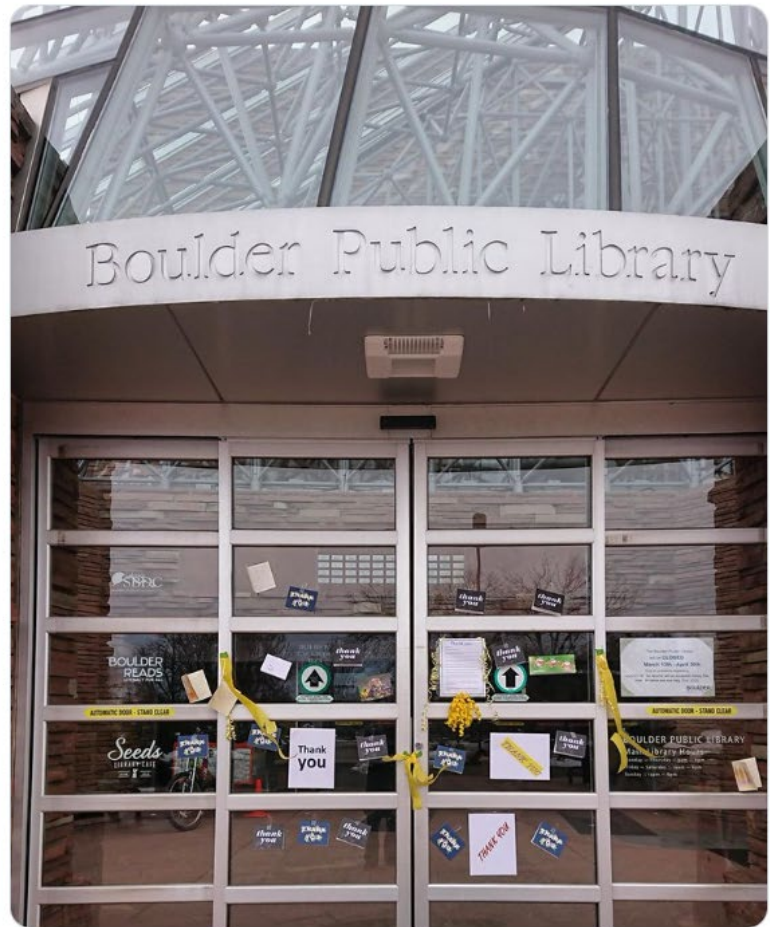
As we know from our data, posts about local news or local spins on national trends do well on all the platforms. Our followers greatly enjoy local history stories and posts. The following screen shots are of our most successful posts this year across all our platforms.



BoulderPublicLibrary
@boulderlibrary

...

📣 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! ❤️



9:00 AM · Nov 16, 2022

Instagram



boulderlibrary

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. #HarrysHouse #HarryStyles #Libraries #BoulderCO #Boulder #mypoliceman

33w

jonannadadisan WHO DID THIS

33w 5 likes Reply

View insights

Boost post



Liked by cable8designs and 277 others

MAY 26, 2022

Add a comment...

Post

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

25w

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

25w 1 like Reply

View insights

Boost post



Liked by lunacultura7 and 292 others

JULY 21, 2022

Add a comment...

Post

Facebook



Boulder Public Library

★ Favorites · September 4, 2022 · 🌐

...

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://jlfifest.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://jlfifest.org/colorado/>



AREAS OF GREATEST NEED:

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.

OTHER ROLES:

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, float between tasks to fill in as needed

[See insights](#)

[Boost again](#)



You, Louise Fordyce, Jennifer Bray and 90 others

3 comments 38 shares

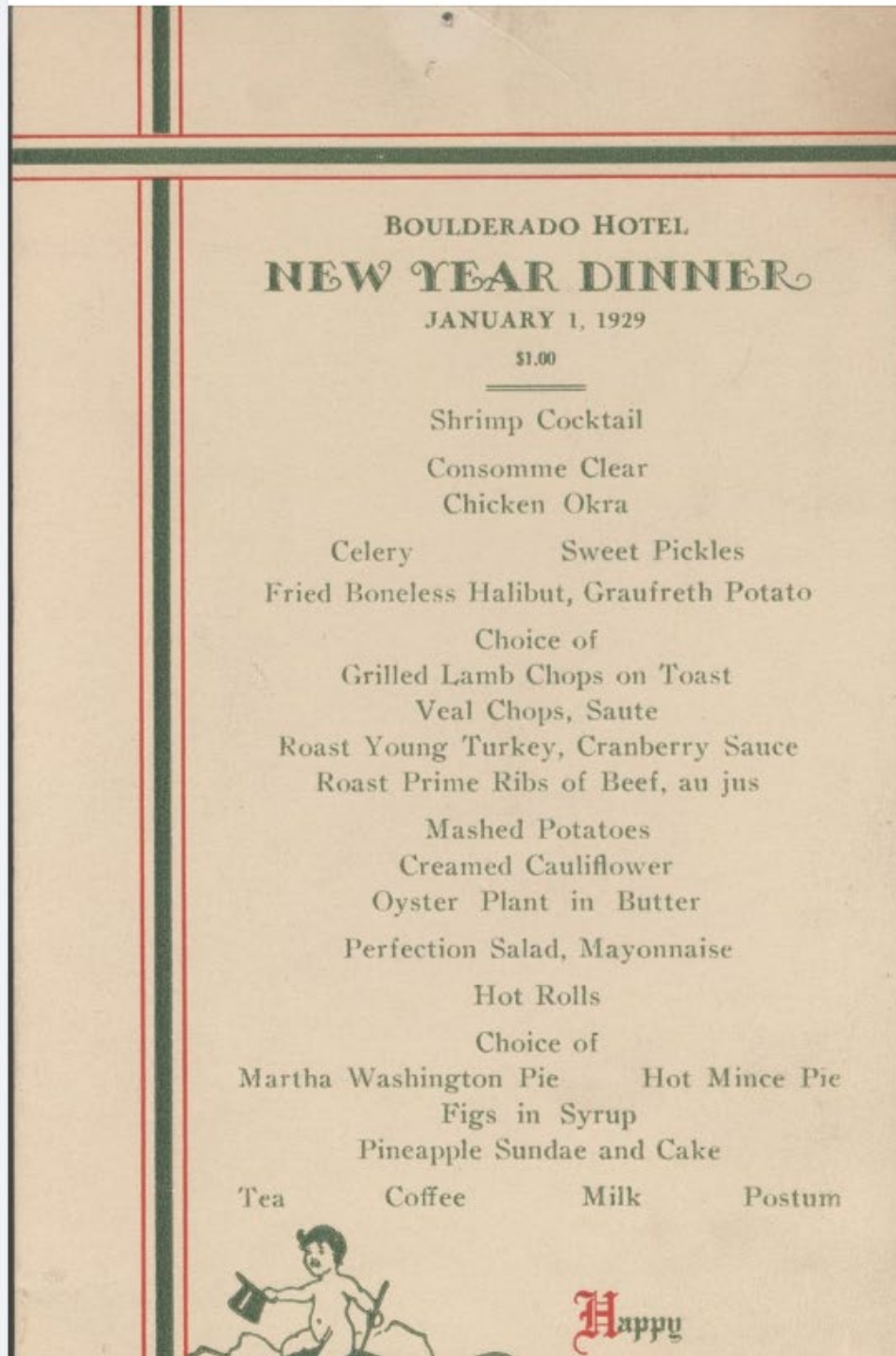


Boulder Public Library

★ Favorites · December 30, 2022 at 8:01 AM · 🌐

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Planning a New Year's dinner? Take inspiration from this January 1, 1929 menu from the Hotel Boulderado! [#carnegieliibraryforlocalhistory](#) [#museumofboulder](#) collection



[See insights](#)

[Boost a post](#)

You, Wendy Hall, Stella Fowler and 114 others

14 comments 14 shares