

DIGITAL SERVICES

Third Quarter Report 2023

Oct 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:

This quarter, the number of user sessions increased when compared with both the previous quarter and the third quarter of previous years. This is a particularly strong showing since we were closed for three holidays this quarter. Overall user sessions are up a total of 6% over the third quarter of 2022 showing steady growth over the past year.



Sessions	3Q 2023	% change prior year	3Q 2022	3Q 2021	3Q 2020
Main site (boulderlibrary.org)	194,356	7%	181,608	168,449	174,905
Catalog (boulder.marmot.org)	161,916	5%	154,716	152,362	139,804
Total	356,272	6%	336,324	320,811	314,709

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 54,000 subscribers, and the average open rate is close to 40%. Typically, we have over 20,000 readers of the newsletter.

This quarter, the edition on August 9 was the most popular, with the highest number of opens and clicks. The subject line was "Library News: Looking Ahead at the Boulder Public Library!" The newsletter featured a blurg from the Library District Board of Trustees that linked to a longer article on our website.

	2Q 2023	% change prior year	2Q 2022	2Q 2021	2Q 2020
Newsletter Opens	39.49%	5%	37.59%	20.23%	19.46%

Sent Date	Subject	Opens %	Link Clicks
Sep 20, 2023, 8:30:00 AM	Library News: JLF Colorado Returns Sept. 21 - 23!	40%	6%
Sep 6, 2023, 9:00:00 AM	Library News: Celebrate International Literature at JLF Colorado!	40%	4%
Aug 23, 2023, 8:30:00 AM	Library News: Reading Buddies is Back!	39%	5%
Aug 9, 2023, 9:15:00 AM	Library News: Looking Ahead at the Boulder Public Library	43%	14%
Jul 26, 2023, 8:30:00 AM	Library News: Celebrate the Final Week of Summer of Discovery!	37%	3%
Jul 12, 2023, 9:00:00 AM	Library News: Meet the Boulder Public Library District Board of Trustees	39%	4%

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.



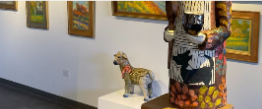


Trend:

In June, our new communications manager started. In August, our social media intern joined the team. Having a full staff has allowed our team to post frequently and better highlight our offerings. However, with more frequent posts, it is not uncommon for engagement to drop. There has also been an increase in impressions, which means more people are seeing our posts.






Twitter shows a strong increase in all data points because the library teamed up with other program partners. Users on all our platforms enjoy the content shared about the North Boulder Library construction, Your Next Great Read and Carnegie's historical content.








Top Facebook Posts

 <p>Boulder Public Library Jul 07, 14:01</p> <p>The Holiday Drive-In opened at 28th and Lee Hill Road in July 1969 with one screen and a 519-car capacity. A second screen was added in 1970 that accommodated 450 more cars. It was the first twin-screen drive-in in the state! What movies did you see at</p> <p>18,824 reach 6.8 % engagement rate</p>	 <p>Boulder Public Library Sep 08, 14:03</p> <p>In this photo from 1993, David Bolduc of the Boulder Bookstore sits above the iconic book-filled ballroom at 1107 Pearl Street. Boulder Bookstore, which opened in 1973, is celebrating its 50th anniversary this month. What are your favorite memories of</p> <p>9,064 reach 3.93 % engagement rate</p>	 <p>Boulder Public Library Aug 02, 14:01</p> <p>2024 Open Call - Aug. 1-31 📣 Calling all artists! Apply for exhibitions at various spaces within the Boulder Public Library and Boulder Recreation Centers. The library prioritizes exhibitions highlighting diverse communities and relevant local topics while creating</p> <p>6,942 reach 13.77 % engagement rate</p>	 <p>Boulder Public Library Jul 25, 17:08</p> <p>If you love literature, libraries and supporting your local community, volunteer at this year's Jaipur Literature Festival (September 21 - 23). 📖 View all the unique ways to become involved with this event and sign up to help make it happen today!</p> <p>5,301 reach 7.9 % engagement rate</p>	 <p>Boulder Public Library Aug 01, 01:40</p> <p>The Library sure looks pretty in summer ☀️... and fall 🍂... and winter ❄️... and spring 🌸! Maybe we're just Library Super Fans! 📖 📚</p> <p>3,739 reach 5.7 % engagement rate</p>
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Top Instagram Posts

 <p>boulderlibrary Aug 31, 18:02</p> <p>Me to my next great read: "I'm dying to see how this one ends!" 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. #LibraryLove #PublicLibraries #Boulder</p> <p>334 engagement 12.68 % engagement rate</p>	 <p>boulderlibrary Sep 28, 18:00</p> <p>It's time 📖 📚 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. #LibraryLove #PublicLibraries #Boulder #BoulderLibrary #SadGirlAutumn</p> <p>287 engagement 11.46 % engagement rate</p>	 <p>boulderlibrary Aug 03, 18:00</p> <p>What do you mean? What do you mean?! 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. It's free to get a library card! And you really can check-out up to 99</p> <p>224 engagement 7.42 % engagement rate</p>	 <p>boulderlibrary Jul 22, 19:02</p> <p>Have you seen the 📺 Barbie movie yet? Today a patron came in to share the amazing clothes she knit using a library book we helped her find! We are so impressed! 📖 #summerreading #librarylove #barbie</p> <p>180 engagement 12.48 % engagement rate</p>	 <p>boulderlibrary Sep 21, 14:40</p> <p>JLF Colorado begins this evening! ✨ Experience the magic of this year's festival with international and local speakers, artists and musicians. Check out the full program for Friday and Saturday (Sept. 22 and 23) at the link in our bio.</p> <p>176 engagement 11.82 % engagement rate</p>
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Top Twitter Post

 <p>@boulderlibrary Sep 26, 18:15</p> <p>Reminiscing on last week's storytimes with @boulderpolice and @boulder_fire! 📖 📚 https://twitter.com/boulderlibrary/status/1706734196721389738/photo/1</p> <p>14,759 impressions 4.86 % engagement rate</p>	 <p>@boulderlibrary Sep 02, 16:00</p> <p>The @scifri Book Club September pick is "Afterglow: Climate Fiction for Future Ancestors" edited by Grist. Learn how to join this community of readers and sign up for the author talk : https://research.boulderlibrary.org/ReadingRoom/SciFriBookClub</p> <p>3,606 impressions 0.53 % engagement rate</p>	 <p>@boulderlibrary Aug 03, 16:02</p> <p>The @scifri Book Club August pick is "The Kaiju Preservation Society" by John Scalzi. Learn how to join this community of readers and sign up for the author talk 8/29: https://research.boulderlibrary.org/ReadingRoom/SciFriBookClub https://twitter.com/boulder</p> <p>3,475 impressions 0.75 % engagement rate</p>	 <p>@boulderlibrary Aug 28, 17:37</p> <p>We had so much fun this past Friday at a special storytime with @boulder_fire! 📖 📚 If you missed this one but still want to attend something similar, check out upcoming storytimes on Sept. 19 with @boulderpolice and @boulder_fire. 📖 https://ow.ly/kkNys</p> <p>3,070 impressions 1.6 % engagement rate</p>	 <p>@boulderlibrary Sep 11, 22:00</p> <p>📖 It's happening! Follow along and learn more about the new North Boulder Library. https://boulderlibrary.org/nobo-branch/ https://twitter.com/boulderlibrary/status/1701355057944449360/photo/1</p> <p>2,871 impressions 2.68 % engagement rate</p>
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