

**To:** ALSC Board of Directors  
**From:** Elizabeth Serrano, Membership Marketing Specialist  
**Re:** Communications Report

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### ALSC Blog

We're experiencing an average of approximately 21,000 sessions each month on the ALSC Blog.

Live Blogging took place during [Midwinter](#), at the [PLA Conference](#) in March, and it will take place again during Annual Conference this month. We are also continuing with regular "Meet Your ALSC Board" profiles, which have been a fun and creative way for members to get to know ALSC Board members.

Our most popular post since January 2018 is "[A Librarian's Open Letter to Jacqueline Laurita](#)" by Renee Grassi. The blog continues to address fun and complex topics such as diversity in the field/literature, summer learning, media mentorship, and advocacy.

Month	Sessions
August 2017	19,306
September 2017	19,107
October 2017	20,000
November 2017	18,207
December 2017	14,148
January 2018	22,024
February 2018	22,203
March 2018	18,857
April 2018	23,227
May 2018	20,950
<i>Total</i>	198,029

**Figure 1.** Total session by month during FY18.

### ALSC Update

Informz rolled out a new template designer in September 2018 and ALSC redesigned the Update template in November. With **4,284** subscribers, we were experiencing a decline in click rates, but we seem to be back on track compared to the old template. This is most likely due to more items in the mailings requiring action and we've added a "view in your browser" option that was missing prior to May. These numbers are reflected in Figure 2.

All divisions are expected to transfer to the new designer in July 2018. There is currently an ALA Staff Division Marketing Group developing. Thus far we have only met once, but as the months

progress we are hoping to share best email marketing practices, concerns, and suggestions once we officially move over to the new designer in July.

Month	Open Rate	Click Rate
August 2017	27.83%	13.38%
September 2017	29.34%	16.36%
October 2017	29.35%	15.63%
<b>November 2017</b>	26.95%	9.09%
<b>December 2017</b>	25.24%	9.08%
<b>January 2018</b>	27.76%	9.40%
<b>February 2018</b>	26.34%	13.19%
<b>March 2018</b>	25.61%	9.34%
<b>April 2018</b>	28.69%	17.70%
<b>May 2018</b>	29.14%	14.57%

**Figure 2.** Open and clicks rates for the ALSC Update email blast.

### ALSC Advantage

The ALSC Advantage Mailings are updates sent to opt-in subscribers approximately twice a month and highlight a specific action we want our members to take on a subject (i.e.: register for an upcoming webinar, sign up for a fall course, apply for a scholarship/grant, etc.). We started this mailing with 227 subscribers and are now at **571** subscribers. These updates are sent on a less frequent basis than the ALSC Update and are seeing an increase in subscribers.

### Twitter

The ALSC Twitter account (@wearealsc) now has over **14,300** followers and is steadily increasing in followers each week. Since January we experienced a large jump with over 500 new followers. Our engagement, shown below, has also increased most likely due to live tweeting during conferences, partnering with organizations (ex, National Summer Learning Association for National Summer Learning Day), and tweeting during ALSC online events such as, Community Forums and webinars. Twitter continues to be such an effective and fun platform for member engagement.

Month	Link Clicks	Retweets	Likes	Replies
Aug-2017	651	247	425	16
Sept-2017	657	277	514	12
Oct-2017	535	203	392	13
Nov-2017	517	192	273	13
Dec-2017	323	183	123	6

Jan-2018	493	103	206	12
Feb- 2018	908	172	712	24
Mar - 2018	756	138	354	8
April - 2018	799	202	305	11
May- 2018	550	198	215	9

**Figure 3.** Twitter stats for @wearealsc for FY18.

**Facebook**

The ALSC Facebook account has more than **10,900** likes. Figure 4 shows engagement for the ALSC Facebook page. In the Spring, Facebook introduced a new algorithm that prioritizes a views posts based on expected “meaningful interactions.” This algorithm now allows viewers to see more posts from family and friends than businesses, brands and media. The ALA Staff Social Media Working Group is thinking of new ways we can use Facebook since many divisions are experiencing a decline in engagement. This is most likely the cause of a decline in our total reach and engagement.

Month	Page Likes	Daily Page Engaged Users	Daily Total Reach
Aug-2017	10000	65	1659
Sept-2017	10120	150	2898
Oct-2017	10527	72	1030
Nov-2017	10613	68	1026
Dec-2017	10709	52	1003
Jan-2018	10758	55	837
Feb-2018	10826	66	1041
Mar-2018	10884	54	802
April 2018	10937	53	714
May - 2018	10963	51	621

**Figure 4.** Facebook statistics for the ALSC Facebook account for FY18.

Since the National Institute is approaching in September, we have been experimenting with paid Facebook social media ads. In March we boosted the first ad. The ad ran for a total of ten days and we reached a total of 2,142 people and saw 159 link clicks. Then we boosted another ad in May which ran reached a total of 1,593 people and saw 72 post engagements.