

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

ALSC Blog

There's been a lot of action on the ALSC Blog over the past few months. You will notice total sessions began to increase in January as our [Mock Elections Results](#) page traffic reached its peak with the Youth Media Awards being announced during Midwinter. Our Mock Elections Results page received 3,063 views from January through March alone.

Live Blogging also took place during [Midwinter](#) and the [PLA Conference](#) in March. With the 2018 Elections we also used the ALSC blog to profile our candidates for Vice-President/President Elect, Division Councilor, and, new this year, Board of Directors.

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
<i>Total</i>	153,852

Figure 1. Total session by month during FY18.

ALSC Update

Informz rolled out a new template designer in September and ALSC redesigned the Update template in November. With **4,345** subscribers, we are still experiencing a decline in click rates in the new designer. These numbers are reflected in Figure 2. We experienced a spike in February most likely due to the Youth Media Award announcements. We have also been experimenting with A/B Testing to see if groups are responding more to different versions of the Update mailings.

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.

Month	Open Rate	Click Rate
August 2017	27.83%	13.38%
September 2017	29.34%	16.36%
October 2017	29.35%	15.63%
November 2017	26.95%	9.09%
December 2017	25.24%	9.08%
January 2018	27.76%	9.40%
February 2018	26.34%	13.19%
March 2018	25.61%	9.34%

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 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 **557** 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 **14,100** followers and is steadily increasing in followers each week. Since January we experienced a large jump with over 400 new followers. Our engagement, shown below, has also increased most likely due to live tweeting during Midwinter and the PLA conference. 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

Figure 3. Twitter stats for @wearealsc for FY18.

Facebook

The ALSC Facebook account has more than **10,900** likes. As our number of likes increase, we hope to also increase engagement. Figure 4 shows engagement for the ALSC Facebook page. The spike in February, again, is most likely due to the Youth Media Award announcements. 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.

Facebook algorithms are always changing, so the ways in which our audience is interacting with our pages is also changing. Business pages will most likely be negatively impacted by the new algorithm that rolled out earlier this year. Facebook is trying to make the experience more personal to its users by limiting the amount content displayed by businesses, brands, and media.

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

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

Since the National Institute is approaching in September, we experimented with paid Facebook social media ads. In March we boosted our 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. We're hoping this helped with the progress we have made in registration compared to the 2016 institute.