

**To:** ALSC Executive Committee  
**From:** Elizabeth Serrano, Membership Marketing Specialist  
**Re:** Communications Report

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### ALSC Blog

The ALSC Blog is continuing to experience an average of approximately 21,000 sessions each month.

In Figure 1, June 2018 is noted as the ALSC Blog's highest performing month. The announcement of the [Children's Literature Legacy Award](#) appeared on the ALSC Blog on June 23<sup>rd</sup> 2018. Specifically, from June 23 through July 23, the ALSC Blog experienced a sharp increase in activity; 23,706 new users visited the blog during this time along with a total of 31,761 sessions. The Children's Literature Legacy Award post alone has received 10,445 pageviews, making it the highest viewed post on the ALSC Blog. It has also received over 300 comments.

ALSC Staff and members send much appreciation to ALSC Blog Manager, Mary Voors, for the work and professionalism shown to the blog during such a stirring time.

Recently, a [Contact Page](#) was added to the ALSC Blog navigation bar to allow readers to quickly and easily contact ALSC and the ALSC Blog Manager. Additionally, the blog is being used more strategically by aligning the posts with the [ALSC Competencies for Librarians Serving Children in Public Libraries](#). This added connection helps with the [ALSC Strategic Plan](#) Advocacy objective #4 and Learning & Development objective #3.

| 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        |
| <b>June 2018</b> | <b>28,638</b> |
| July 2018        | 21,172        |
| August 2018      | 23,661        |

|              |         |
|--------------|---------|
| <i>Total</i> | 249,297 |
|--------------|---------|

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

Live blogging took place during the 2018 Annual Conference and will also take place during the ALSC National Institute!

**ALSC Update**

Our weekly ALSC Update goes out to **4,284** subscribers. Our Open Rates for that mailing have been consistent with our Click Rates still fluctuating between 9% - 17% depending on the content and action items presented in the mailing.

| Month                | Open Rate | Click Rate |
|----------------------|-----------|------------|
| <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%     |
| <b>June 2018</b>     | 27.52%    | 5.28%      |
| <b>July 2018</b>     | 26.19%    | 16.68%     |
| <b>August 2018</b>   | 29.50%    | 9.28%      |

**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.). This mailing started with 227 subscribers and are now at **601** subscribers.

These mailings are still being sent on a less frequent basis than the ALSC Update and are seeing an increase in subscribers.

**Twitter**

The ALSC Twitter account (@wearealsc) broke the 15k follower mark! @wearealsc now has 15,035 followers and is steadily increasing each week. The month of June is highlighted below as it was the month with the most activity. This is due to the Children’s Literature Legacy Award announcement on June 23.

| Month     | New Followers | Retweets | Likes | Impressions |
|-----------|---------------|----------|-------|-------------|
| Jan-2018  | 148           | 70       | 206   | 74.1k       |
| Feb- 2018 | 199           | 167      | 712   | 124k        |

|                   |            |            |             |             |
|-------------------|------------|------------|-------------|-------------|
| Mar - 2018        | 123        | 137        | 363         | 108k        |
| April - 2018      | 136        | 131        | 331         | 85k         |
| May- 2018         | 67         | 70         | 192         | 57.7k       |
| <b>June- 2018</b> | <b>407</b> | <b>441</b> | <b>1.6k</b> | <b>369k</b> |
| July -2018        | 45         | 123        | 269         | 84.9k       |
| August-<br>2018   | 138        | 152        | 305         | 88.1k       |

**Figure 3.** Twitter stats for @wearealsc since January 2018.

**Facebook**

The ALSC Facebook account has more than **11,458** likes. Figure 4 shows engagement for the ALSC Facebook page. 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. June, again, is highlighted below as the month with the most activity.

Also note, prior to June, ALSC had a Facebook overall rating of 4.8 stars out of 5 and ALSC is now at 3.2 stars out of 5. This, again, is due to the announcement of the Children’s Literature Legacy Award which occurred in June.

| Month              | New Page Likes | Daily Page Engaged Users | Daily Page Impressions - Average |
|--------------------|----------------|--------------------------|----------------------------------|
| Jan-2018           | 113            | 43                       | 1649                             |
| Feb-2018           | 100            | 66                       | 1899                             |
| Mar-2018           | 103            | 26                       | 877                              |
| April 2018         | 100            | 43                       | 1036                             |
| May - 2018         | 82             | 24                       | 633                              |
| <b>June - 2018</b> | <b>348</b>     | <b>161</b>               | <b>1883</b>                      |
| July – 2018        | 130            | 29                       | 683                              |
| August -<br>2018   | 106            | 28                       | 1449                             |

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

ALSC experimented with paid Facebook ads for the National Institute. The first ad ran for a total of ten days and we reached a total of 2,142 people and saw 159 link clicks. Then another ad was boosted in May which ran reached a total of 1,593 people and saw 72 post engagements. Hopefully, this helped with the success in registration.