ELISA AGM, July 2018
Webmaster Report

Subscribers

ELISA now has a total of **522** online followers (up from 458 last year).

- **228** on the WordPress site - 143 by email, 85 via WordPress accounts (we had 201 followers in 2017)
- **294** on Twitter (257 last year)

As always, there is likely to be some overlap in these numbers.

Website - www.edinburghlibrariesagency.info

WordPress stats cover calendar years so, in order to reflect our online engagement more accurately, I will move to reporting the figures that way. **During 2017** the ELISA website had:

- **5090** views - which is a drop on 2016 when we had 6615 views
- **1932** visitors – another drop from the previous year (2253 visitors)
- We published **41** new posts during 2017, up from 35 in 2016
- Visitor engagement rose too. The number of 'likes' was up to **27** from 14 the year before and there were **10** comments (up from only 2 in 2016).

As previously, the highest number of views were on pages relating to the **Libraries Passport** scheme and **Libraries Guide**. The **Eventbrite Calendar** page and posts about **visits** were also highly popular during 2017.

Last AGM I reported a technical problem with the **domain name** (edinburghlibrariesagency.info) not linking to the WordPress site. That issue has now been resolved.

Twitter account - @elisaEDINBURGH

Our Twitter following has increased by 37 since the last AGM (from 257). Twitter Analytics show that our top tweets consistently relate to events. The highest Twitter engagement (since Sept 2017) occurred last month, probably due to the joint CILIPS East event - Librarians Uncorked. During **June 2018** our Twitter account had:

- **11** tweets
- **7863** impressions
- **370** profile visits
- **16** mentions
- **14** new followers

All of these figures are considerably higher than is normal for this account.

Jane A Condie
ELISA Webmaster
9 July 2018