Trends in Colorado Public Library Websites and Social Media Use

In 2008, the Library Research Service launched a longitudinal study to document the use of various web technologies on the websites of public libraries throughout the U.S. The study was repeated in 2010 and 2012, expanding on the 2008 findings by tracking the trends in U.S. public libraries over time as well as by examining new technologies as they emerged. Highlights from the Colorado portion of the 2012 study are presented below. Want to know more? Check out the complete report at http://bit.ly/LRS_webtech.

Top 4 Trends: 2010 to 2012

1: The percentage of Colorado library websites catering to mobile devices increased dramatically, from 3% to 36% overall.

![Chart showing mobile-friendly site percentages by population served from 2010 to 2012.]

2: For some of the web technologies, the rate of adoption increased or decreased depending on library size.

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<tr>
<th>Web Technology</th>
<th>Smaller Libraries</th>
<th>Larger Libraries</th>
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<td>Online account access</td>
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<td>Chat reference</td>
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<td>ShareThis/AddThis feature</td>
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<td>Non-blog RSS feeds</td>
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3: Social media continued to grow in Colorado libraries, but some networks dropped off.

Facebook increased in libraries of all sizes. In libraries serving 25k-99.9k, it jumped from 36% to 71%.

Twitter increased in libraries of all sizes. In libraries serving 100k+, it jumped from 50% to 83%.

Flickr decreased in libraries of all sizes. In libraries serving 25k-99.9k, it dropped from 36% to 14%.

4: Text reference grew substantially in Colorado’s largest libraries.

Almost 3 in 5 Colorado libraries serving 10k-24.9k were on Twitter. More than 4 in 5 Colorado libraries serving 100k+ and more than 1 in 3 libraries serving 25k-99.9k were on YouTube.

Mobile apps were offered by at least one-fourth of Colorado libraries. For libraries serving 100k+, this number increased to three-fourths.

Three-fourths of Colorado libraries serving 100k+ had websites with URLs that redirected to a mobile site when viewed on a mobile device. Just 3 Colorado libraries had websites that used responsive design. This is a trend to keep an eye on in the future.

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