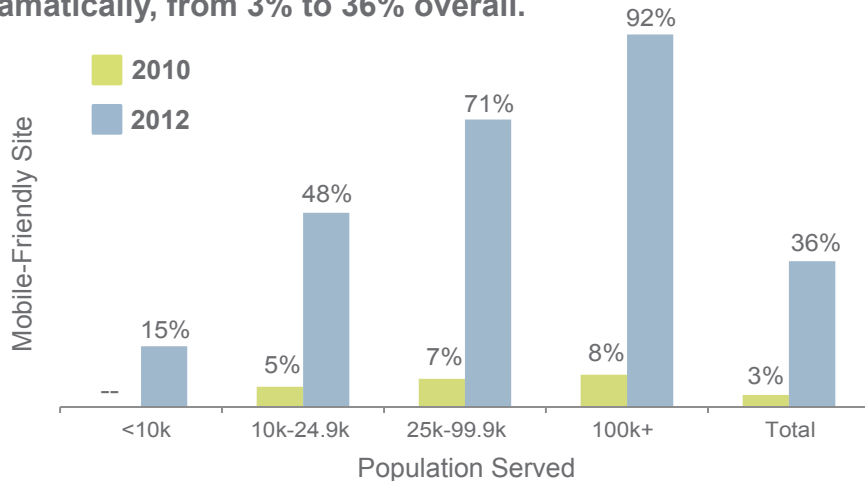


Trends in Colorado Public Library Websites and Social Media Use

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.



What libraries were included in the study?

All 114 public libraries in Colorado were included in the study.

What are web technologies?

Web technologies are virtual tools that enable interactivity with users, such as social networking, virtual reference, RSS feeds, and blogs.

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

In 2012, Colorado was ahead of the national sample within all population groups for **online library card sign up, chat reference, and mobile apps**. Libraries serving less than 25k were ahead of the national sample for **web presence**, and libraries serving 10k-99.9k were ahead of the national sample for **online account access**.

Web Technology	Smaller Libraries	Larger Libraries
Online account access	+	-
Chat reference	+	-
ShareThis/AddThis feature	-	+
Non-blog RSS feeds	+	-

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.



0% to 25% in libraries serving 100k+

What social media networks were libraries using?



More than half of Colorado libraries serving 10k-24.9k were on **Facebook**. For libraries serving 25k-99.9k, this number jumped to **7 in 10**, and to more than **9 in 10** for libraries serving 100k+.



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



Almost **3 in 5** Colorado libraries serving 100k+ and **1 in 5** serving 25k-99.9k were on **YouTube**.

25% of libraries serving 100k+ were on **Pinterest**, 17% were on **Foursquare**, and 8% were on **Tumblr**. No Colorado libraries were on **Google+**.

How were libraries catering to mobile devices?



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

m.library.org

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.