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, 2012, and 2014, 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 2014 study are presented below. **Want to know more? Check out the complete report at [http://bit.ly/LRS_webtech](http://bit.ly/LRS_webtech).**

### Top 4 Trends: 2012 to 2014

1. **The percentage of Colorado library websites offering any type of mobile-friendly access increased dramatically, from 36% to 73% overall.**

![Graph showing mobile-friendly site percentage by population served](image)

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

<table>
<thead>
<tr>
<th>Web Technology</th>
<th>Smaller Libraries</th>
<th>Larger Libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email newsletter</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>ShareThis/AddThis feature</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Text reference</td>
<td>+</td>
<td>No change</td>
</tr>
<tr>
<td>Email reference</td>
<td>+</td>
<td>-</td>
</tr>
</tbody>
</table>

3. **Social media continued to grow in Colorado libraries, but some networks leveled off.**

- **Facebook** increased in libraries of all sizes. In libraries serving under 10k, it jumped from 37% to 51%.
- **Twitter** remained relatively constant (21% of all libraries in 2012 vs. 22% in 2014).
- **Foursquare** increased in libraries of all sizes. In libraries serving 100k+, it jumped from 17% to 50%.

4. **Text reference more than doubled in Colorado libraries.**

- Nearly 2 in 3 Colorado libraries serving 10k-24.9k were on **Facebook**. For libraries serving 25k-99.9k, this number jumped to nearly 9 in 10, and to **100%** for libraries serving 100k+.
- **9 in 10 libraries serving 100k+ and 44% of libraries serving 25k-99.9k** were on **Twitter**.
- **1 in 2 Colorado libraries serving 25k+ and 1 in 5 serving under 15k** were on **Foursquare**.

**What social media networks were libraries using?**

- 15% of libraries were on **YouTube**, 14% were on **Pinterest**, 11% were on **Flickr**, 7% were on **Google+**, and 3% were on **Tumblr**.

**How were libraries catering to mobile devices?**

- **Mobile apps** were offered by more than **two-thirds** of Colorado libraries. For libraries serving 25k+, this number increased to more than **9 in 10**.
- **16% of Colorado libraries had websites with URLs that redirected to a mobile site when viewed on a mobile device, down from 20% in 2012.**

**What are web technologies?**

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

**What libraries were included in the study?**

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

**Authors:** Meghan Wanucha, Research Assistant, & Linda Hofschire, Research Analyst

© 2016 Library Research Service

Fact Facts EDX/110.10/No. 339 | www.LRS.org | @lrs_co