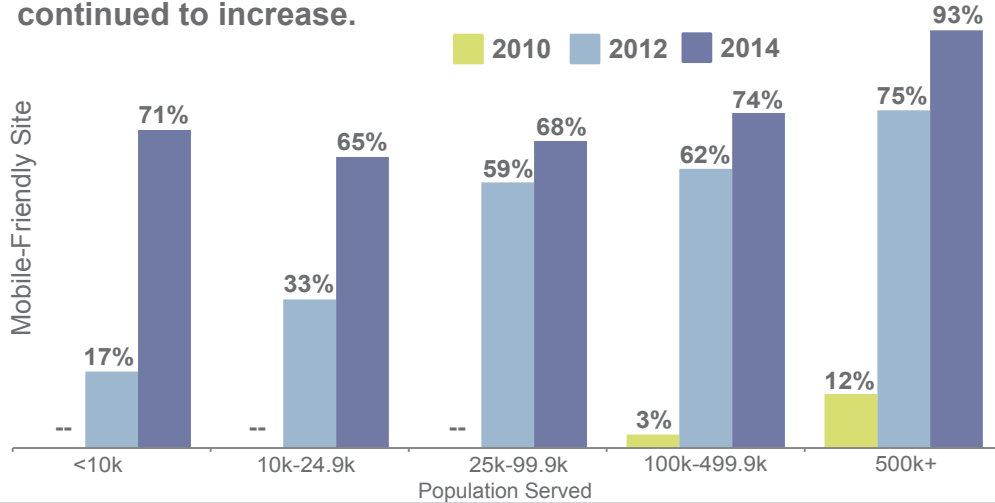# Trends in U.S. Public Library Websites and Social Media Use

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, 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 **national portion** of the 2014 study are presented below. **Want to know more? Check out the complete report at http://bit.ly/LRS_webtech.**

Top 3 Trends: 2012 to 2014

1: **The percentage of library websites offering any type of mobile-friendly access continued to increase.**

Legend: 2010, 2012, 2014

Population Served	2010	2012	2014
<10k	--	17%	71%
10k-24.9k	--	33%	65%
25k-99.9k	--	59%	68%
100k-499.9k	3%	62%	74%
500k+	12%	75%	93%

Y-axis: Mobile-Friendly Site

What libraries were included in the study?
A random sample of 584 U.S. public libraries, stratified by population served, were included in the study.

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

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

Some features such as **responsive design** and **online account access** increased in most libraries, regardless of size. Others, such as **chat and text reference**, held relatively constant overall, while those features reported to the right **increased in the largest libraries but had mixed adoption in smaller libraries** from 2012 to 2014.

	<10k	10k-24.9k	25k-99.9k	100k-499.9k	500k+
ShareThis/AddThis	➖	➖	➖	➖	➕
Email newsletter	➖	➕	➕	➖	➕
Blog	➖	➕	➖	➕	➕
Email reference	➕	➖	➖	➖	➕

3: **Social media continued to grow, with Facebook leveling off in larger libraries.**

Twitter increased in libraries of all sizes. In libraries serving 10k-24.9k, it jumped from **18% to 31%.**

Facebook remained relatively constant in all but libraries serving less than 10k, which saw growth from **54% to 65%**.

Foursquare increased in libraries of all sizes. In libraries serving 100k-499.9k, it jumped from **21% to 42%**.

Libraries' **average number of social media networks increased significantly** across all population groups, with the largest libraries showing the biggest increase, from **3.61 networks** in 2012 to **4.72 networks** in 2014 (out of the nine social media networks analyzed in both 2012 and 2014).

What social media networks were libraries using?

Nearly **4 in 5** U.S. libraries were on **Facebook**. About **9 in 10** of libraries serving 100k+ have a page, while nearly **2 out of 3** of libraries serving less than 10k do.

9 in 10 libraries serving 500k+ and **48%** of libraries serving 25k-99.9k were on **Twitter**.

About **half** of libraries serving 500k+ and **45%** of libraries serving 25k-99.9k were on **Foursquare**.

65% of libraries servking 500k+ were on **YouTube**, 51% were on **Pinterest**, 48% were on **Flickr**, 42% were on **Google+**, 24% were on **Instagram**, 18% were on **Tumblr**, and 8% were on **Vimeo**.

How were libraries catering to mobile devices?

app

m.library.org

Mobile apps were offered by about **3 in 4** libraries serving 500k+, and nearly **3 in 5** libraries serving <10k.

About **2 in 5** of the largest libraries and **1 in 4** libraries serving 10k-499.9k had websites with URLs that **redirected to a mobile site** when viewed on a mobile device.

About **1 in 5** libraries had websites that used **responsive design**.

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