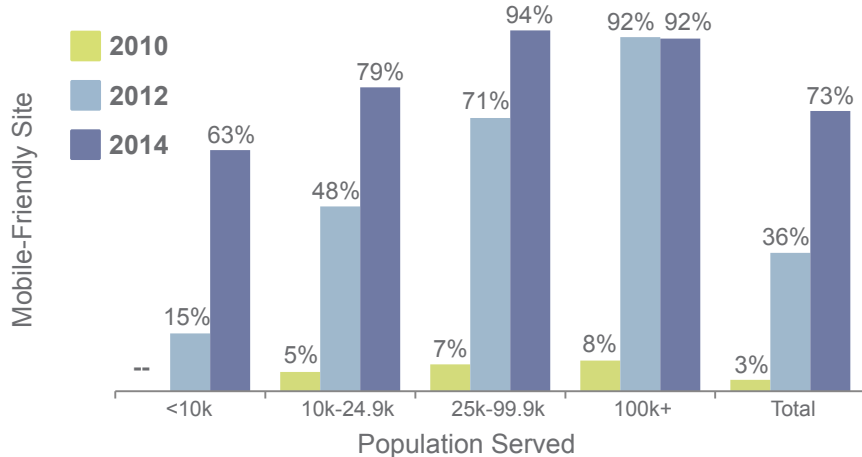# Trends in Colorado Public Library Websites and Social Media Use

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, 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.**

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.**

Legend:
- 2010
- 2012
- 2014

Y-axis: Mobile-Friendly Site
X-axis: Population Served

- **<10k**: 2010 --, 2012 15%, 2014 63%
- **10k-24.9k**: 2010 5%, 2012 48%, 2014 79%
- **25k-99.9k**: 2010 7%, 2012 71%, 2014 94%
- **100k+**: 2010 8%, 2012 92%, 2014 92%
- **Total**: 2010 3%, 2012 36%, 2014 73%

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, mobile friendliness, and blogs.

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

Adoption of some of the web technologies from 2012 to 2014 varied based on library size, with smaller libraries adding features and larger libraries dropping features such as those listed at the right. Other web technologies, including **mobile apps** and **online account access**, increased regardless of library size. **Chat reference** decreased across all library sizes.

Web Technology	Smaller Libraries	Larger Libraries
Email newsletter	➕	➖
ShareThis/AddThis feature	➕	➖
Text reference	➕	No change
Email reference	➕	➖

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).

Foursqure 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.**

4% (2012) to 9% (2014)

What social media networks were libraries using?

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**.

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

How were libraries catering to mobile devices?

app

m.library.org

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.

1 in 4 Colorado libraries had websites that used **responsive design**.

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