



January 2012 Statistical Report

AskALibrarian.org



the Human Search Engine

Top Entry by Chat

1. Florida State University
2. Orange County Public Library System
3. St. Petersburg College
4. University of South Florida Libraries
5. University of Florida
6. Tampa Hillsborough Public Library System
7. Nova Southeastern University
8. Jacksonville Public Library
9. University of Central Florida
10. Broward County Library

Usage Summary

Chat Sessions: **5,128**
 E-mail Sessions: **1,952**
 Text Sessions: **620**
 January total sessions: **7,700**
 Fiscal 11-12: **30,357**
 Total Use 10-11: **75,712**

Participating Libraries: **120**

Training

Traci trained **234 people** in **5** Online sessions: Introductory Online Training Series; 1.5-Hour Refresher Webinars; Hot Topics E-Books in OverDrive; Hot Topics: Audiobooks in OverDrive

Live Chat

Chat Answered by Desk: **5,128**
 Local Desks: **1,633**
 Academic: **400**
 Collaborative: **3,095**

Top Entry by Text

1. Florida State University
2. Jacksonville Public Library
3. Orange County Public Library
4. Broward County Library
5. University of South Florida Libraries

AaL Social



Widgets

Widgets are a great way to incorporate a more custom logo for AaL. It's designed to fit with your website and match your colors. Take a look at some [sample widgets](#) and let [Jessie](#) know if you would like to have one created. Here is an example from South Florida Community College.



Instant Invite

Instant Invite is a proactive chat that can be set it up so when a patron arrives on a library page the chat will pop onto the screen. Or if they run a search in the catalog and receive no results, a pop up will ask them if they want to chat with a librarian. Everything about this can be customized. Here is an example created for Florida Gulf Coast University. If you would like to set one up for your library, please contact [Jessie](#).



Mobile Chat

Do you hate coming to a site that doesn't have a mobile friendly interface? When you try to type on the small screen does it become difficult to type because the keyboard hides the rest of the screen? Well Guess What? **On February 15** will be launching an enhanced mobile site that allows you to chat directly with a librarian! Click on the picture to the right to watch the video!

