

INALJ
PO Box 302
Hyattsville, MD 20781
<http://inalj.com>



INALJ ANNUAL REPORT

2012

Connecting info pros with job opportunities since 2010. Being the change!

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About

WHO WE ARE

Founded on October 16, 2010 by Naomi House, MLIS with the assistance of Elizabeth Leonard, MLIS, INALJ aimed to be a space online that shared all jobs discovered by Naomi and the INALJ volunteers in one space. We are more than just the single most extensive jobs resource for librarians and information professionals; we are a community that encourages constructive criticism while fostering positivity in job hunters. Over 50 volunteers at any one time under Naomi's leadership create the daily jobs digest of over 150+ pages of jobs.

OPERATING HIGHLIGHTS

INALJ grew from less than 30 subscribers to the daily email to over 3,600+ subscribers. **624,397** visitors used INALJ.com in 2012 and it became one of the quickest growing library websites.

LOOKING AHEAD

In February 2013, INALJ is launching state pages edited by new Head Editors whose mission is to create one-stop-shops for job hunters in their states. We are looking forward to expanding and growing to serve even more information professionals in related fields in 2013.

Founder, Publisher and Editor: Naomi House, MLIS

Associate Editors: Katherine Vitlin & Scottie Kapel

Metadata Manager INALJ.com: Maria House

Volunteer Staff:

Assistant Editors: *Rebekah Kati, Kristin White, Katherine Epanchin-Butuc, Sean O'Brien, Leigh Milligan, Sarah Barriage, Lael Voeller, Carolann Curry & Jeffery Darensbourg*

Senior Volunteers: *Karly Szczepkowski, Venessa Hughes, Yandee Vazquez, Emily Guier, Fallon Bleich & Jazmin Idakaar*

Senior Submissions Volunteers: *Jessica Liening, Sarah Mueth, Katy Marcy*

International Volunteers: *Natalie Baur (Andean countries Ecuador, etc), Morgan Nash-Brault (Canada)*

Volunteers: *Angela Prikockis, Blanche Chase, Brian Huffman, Jane Gilvin, Jill Bauhs Jensen, Asheleigh Perry, Kasey Ciborowski, Richard James, Rae Lovvorn, Stephanie Sendaula, Amanda Rindler, Linda Miles, Erin Wenz, Aimee Babcock-Ellis, Julie Watson, Cressida Hanson, Alexis Logsdon, Michelle Benedicta, Tariyka Chaulk, Cherish Burnside, Ryan Claringbole, Susan Gilman, Julia Barbalace, Grace Torok, Sylvia Bly, Ursula Murphy, Erin Prentiss, Maria Aghazarian, Lisa Dibbern, Amanda Viana, Arthur LaRue, Erin Zellers, Liz Soskin, Julie Gaida, Sarah Eiseman, Nena Schvaneveldt, Crystal King, Mary-Michelle Moore, Valerie Tagoe, Alyssa Novak & Rachel Collins*

As of December 2012 (more volunteers worked at INALJ during the year but left)

The Year in Brief

INALJ

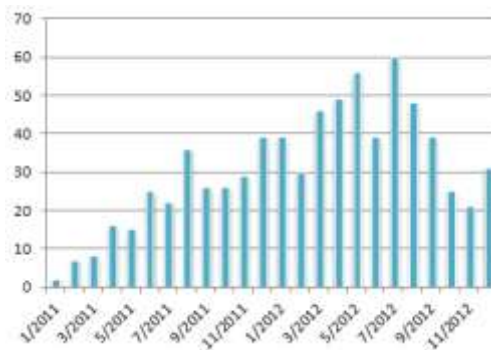
INALJ began as a question.

How could I share all the jobs I found with my classmates? I had just been hired as a Reference Librarian for CSTI, a government contractor with a contract at the Census Bureau Library. I was half-way through my MLIS at Rutgers University and this job was only advertised on two listservs. Though I was gainfully employed now I was still receiving job ads and wanting to share jobs with my fellow students at Rutgers. So I asked myself what I could do? That question was the genesis of INALJ both the listserv and websites.

624,397 visits to INALJ.com!

In 2012, INALJ.com took off. Through grassroots marketing and speaking engagements, I spread the word about this fabulous resource while also working doggedly on it. I developed a cadre of volunteers whose input helped INALJ grow in jobs shared as well as followers. By the end of 2012, INALJ was now a global resource and **483** fans shared their job hunting success with us, which was up from **251** in 2011! Overall, by the end of 2012 **734** fans had found jobs.

Followers Who Found Jobs (Monthly)



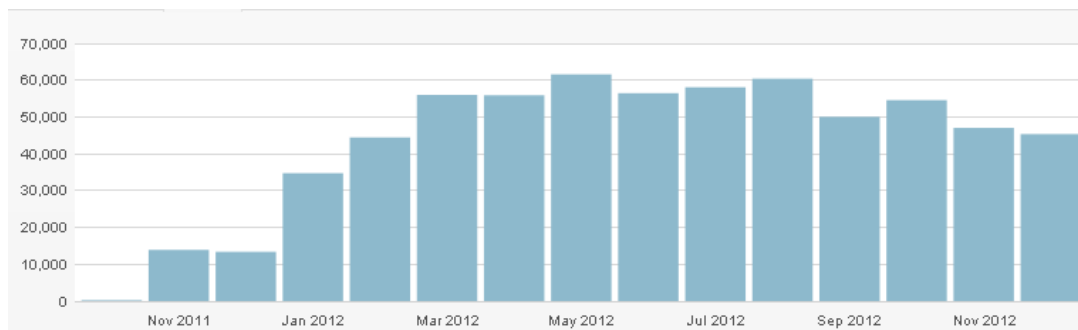
- All Monthly Roundups of stats for INALJ.com can be found here: <http://inalj.com/?s=roundup>
- On December 31, 2012 the daily emails, sent manually to **3,648** subscribers, ended. Subscribers were asked to transition and sign up for the alerts at INALJ.com. As of December 31, 2012, **271** subscribers had signed up for the new service.

Here is to an even greater 2013! Sincerely, Naomi House, MLIS publisher, editor and founder

INALJ.com

INALJ.com jumped from **27,477** views in 2011 to **624,397** views in 2012. This was a tremendous leap forward. There were **312** new posts in 2012. August 20th, 2012 was the busiest day at INALJ.com with the most visits. Below you will find a selection of statistics reflecting how INALJ.com grew, our most popular resources and demographic information.

Visits to INALJ.com



Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011										220	13,891	13,366	27,477
2012	34,726	44,430	55,991	55,874	61,562	56,447	58,052	60,383	50,014	54,559	47,026	45,333	624,397

Top Cities

City
1. New York
2. Chicago
3. Washington
4. Philadelphia
5. Seattle
6. Los Angeles
7. Boston
8. San Francisco
9. Austin
10. Portland

Top Referring websites



INALJ.com cont.



■ 57.18% Returning Visitor

■ 42.82% New Visitor



Pages / Visit: 2.05



Avg. Visit Duration:
00:03:39

Top 6 articles for 2012

1. [Top 10 Job Sites for Librarians & Info Pro's](#)
2. [For Librarians, Buy Librarians](#)
3. [Top 5 LinkedIn Groups for Library Job Seekers](#)
4. [Know the Difference: Identifying Obstacles to Employment by Ellen Mehling](#)
5. [Networking Tips for the Reluctant Networker](#)
6. [So How Do I Get Experience?](#)

Top 6 success stories for 2012

1. [Ryan Jones ...In Six](#)
2. [Ilana Barnes ...In Six](#)
3. [Erin Dorney ...In Six](#)
4. [Nico Carver ...In Six](#)
5. [Cressida Hanson ...Success Story](#)
6. [Sarah Schlageck ...In Six](#)

Top 6 interviews for 2012

1. [Mia Breitkopf ...In Six](#)
2. [Missy Shields of buildOn ...In Six](#)
3. [Andy Woodworth ...In Six](#)
4. [Emily Weak ...In Six](#)
5. [Susanne Markgren ...In Six](#)
6. [Denise Gary of Kids Need to Read ...In Six](#)

INALJ.com cont.

Referring Websites

Referrer	Views
 Search Engines	43,652
 lisjobs.com	34,175
 Facebook	22,297
 36ohk6dgmod1n-c.c.yom.mail.yahoo.net	11,364
 mail.live.com	6,010
 Twitter	5,733
 mail.yahoo.com	4,822
 infospace.ischool.syr.edu	3,174
 Google Reader	1,493
 linkedin.com	1,318
 hiringlibrarians.com	998
 Google	902
 mail.aol.com	573
 Reddit	493
 slisweb.sjsu.edu	416
 mail.verizon.com	414
 hiringlibrarians.wordpress.com	396
 newengland.sla.org	317
 mentalfloss.com	286
 fims.uwo.ca	253
 liscareer.com	203
 web.mail.comcast.net	202
 libraryscenester.wordpress.com	200
 lj.libraryjournal.com	177
 agnosticmaybe.wordpress.com	169
 ala.org	163
 webmail.earthlink.net	160
 infotoday.com/oilmag/jul12/Barr--Library-Employment-Sources-on-the-Internet.shtml	155
 mail.google.com	151
 clarion.edu	142
 miablogs.wordpress.com	136

INALJ.com cont.

























Referring Websites cont.

	krauselabs.net	132
	sz0135.wc.mail.comcast.net/zimbra/mail?app=mail	126
	hootsuite.com	117
	hacklibschool.wordpress.com	117
	Netvibes	113
	libcareer32.nysed.gov/jobs/job-listings.html	112
	delicious.com	102
	blog.slis.wayne.edu	101
	ravelry.com	100
	WordPress.com	100
	lis.uncg.edu/job-placement/	98
	railslibraries.info	88
	uri.edu/artsci/iso/Career/joblist.html	86
	libraryjobline.org/resources/	85
	guides.lib.fsu.edu	80
	simmons.edu	76
	md01.wow.synacor.com/zimbra/mail	70
	sz0147.wc.mail.comcast.net	64
	acrInysymp2012.wordpress.com	59
	sz0012.wc.mail.comcast.net	59
	dashboard.bloglines.com/privatepage/1	58
	dc.sla.org/employment-portal/joblists/	55
	illinoisheritage.org/jobs/	50
	gslis.simmons.edu	47
	mrlibrarydude.wordpress.com	44
	libraryschool.livejournal.com	43
	mrlibrarydude.wordpress.com	44
	libraryschool.livejournal.com	43
	ms10.lnh.mail.rcn.net	43
	tumblr.com	41
	palmerblog.liu.edu	40
	google.ca	39
	archivesgig.livejournal.com	38

And many more.....

INALJ.com cont.

Referring Websites (search engines)

Referrer	Views
 Search Engines	43,652
 Google Search	39,200
 Google Image Search	1,483
 Bing	1,454
 Yahoo Search	775
 isearch.avg.com	114
 Google Mobile	114
 Ask.com	87
 swagbucks.com	85
 AOL	66
 search-results.com	52
 search.incredimail.com	51
 mywebsearch.com	41
 search.babylon.com	41
 Conduit.com Search	20
 search.comcast.net	18
 Bing Mobile	14
 Yahoo Mobile	11
 dogpile.com	10
 sweetim.com	5
 earthlink.net	4
 search.softonic.com	3
 charter.net	2
 talktalk.co.uk	2

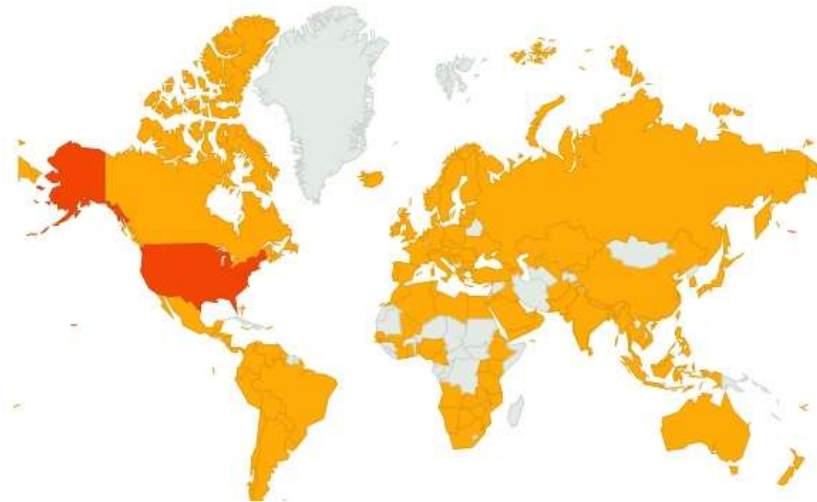
2012 WordPress summary: <http://jetpack.me/annual-report/28694638/2012/>

2011 WordPress summary: <http://jetpack.me/annual-report/28694638/2011/>

some WordPress stats are only available since Feb. 25, 2012

all data taken from WordPress and Google Analytics

Breaking Boundaries



INALJ.COM REACHED JOB HUNTERS IN OVER 150 COUNTRIES IN 2012



images via WordPress.com

























Visits by Country

Country	Views	Country	Views
 United States	544,063	 Jordan	88
 Canada	12,370	 Egypt	87
 United Kingdom	3,217	 Thailand	81
 India	859	 Bosnia and Herzegovina	79
 Australia	714	 Jamaica	76
 Germany	529	 Turkey	75
 Ireland	465	 Russian Federation	72
 Spain	406	 Virgin Islands	70
 South Africa	339	 Portugal	69
 France	307	 Israel	63
 Republic of Korea	304	 Macao	61
 United Arab Emirates	283	 Austria	60
 Philippines	279	 Nigeria	59
 Netherlands	244	 Hong Kong	57
 Denmark	238	 Belgium	56
 New Zealand	224	 Mexico	56
 Italy	214	 Argentina	55
 Japan	210	 Ukraine	55
 Saudi Arabia	172	 Morocco	54
 Pakistan	168	 Indonesia	50
 Puerto Rico	166	 Malaysia	46
 Switzerland	160	 Iceland	39
 Sweden	124	 Finland	38
 Qatar	123	 Norway	37
 Singapore	121	 China	36
 Brazil	120	 Kenya	33
 Uganda	118	 Cyprus	31
 Estonia	111	 Malawi	31
 Greece	110	 Lithuania	30
 Poland	102	 Serbia	30
 Trinidad and Tobago	101	 Peru	24

Visits by Country. cont.

 Georgia	24	 Barbados	8
 Chile	23	 Kuwait	7
 Taiwan	22	 Maldives	7
 Ecuador	21	 Guam	7
 Hungary	21	 Panama	6
 Botswana	20	 Honduras	6
 Colombia	19	 Afghanistan	6
 Czech Republic	19	 Malta	5
 Ethiopia	17	 Bermuda	5
 Croatia	17	 British Virgin Islands	5
 Costa Rica	17	 Bulgaria	5
 Slovakia	16	 Myanmar	5
 Viet Nam	16	 Uruguay	5
 Lebanon	15	 Iraq	4
 Bahrain	14	 Swaziland	4
 Bangladesh	14	 Tunisia	4
 Zimbabwe	14	 Albania	4
 United Republic of Tanzania	12	 Palau	3
 Kazakhstan	12	 Armenia	3
 Senegal	12	 Guyana	3
 Nepal	12	 Bolivia	3
 Ghana	11	 Brunei Darussalam	3
 Cayman Islands	10	 Côte d'Ivoire	3
 Algeria	10	 Fiji	3
 Guatemala	10	 Macedonia, the Former Yug	3
 Slovenia	10	 Oman	2
 Sri Lanka	9	 Libya	2
 Romania	9	 Guinea-Bissau	2
 Yemen	8	 Cambodia	2
 Bahamas	8	 Mauritius	2
 Latvia	8	 Northern Mariana Islands	2
 Moldova	8	 Antigua and Barbuda	2

Visits by Country, cont.

	Venezuela	2
	Timor-Leste	2
	Cameroon	2
	Palestinian Territory, Occup	2
	Kyrgyzstan	1
	Nicaragua	1
	Rwanda	1
	Bhutan	1
	Uzbekistan	1
	Anguilla	1
	Mali	1
	Namibia	1
	Zambia	1
	Saint Kitts and Nevis	1
	Paraguay	1
	Gambia	1
	Angola	1
	Benin	1
	Mozambique	1
	Jersey	1
	Eritrea	1
	French Polynesia	1
	Belize	1
	Azerbaijan	1

Facebook

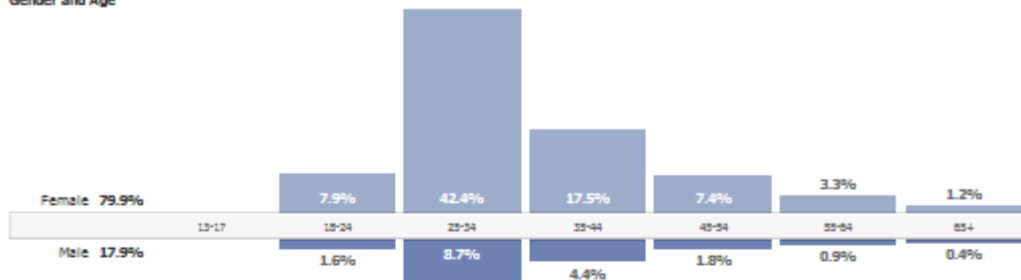


In 2012, INALJ's Facebook group membership jumped from **3,851** to **4,945** members. 79.9% of fans were female and most fans hailed from the United States, though there was a range of nationalities represented on multiple continents. The page was founded on October 16, 2010.

2012

People Who Like Your Page (Demographics and Location) See Likes

Gender and Age ⁷



Countries ⁷

4,393	United States of America
176	Canada
92	Egypt
32	United Kingdom
22	India
17	Ireland
16	Italy
13	Algeria
12	Australia
9	Mexico
8	Hungary
7	Sudan
7	Brazil
6	Philippines
6	Saudi Arabia
6	Indonesia
6	United Arab Emirates
6	Germany
5	Jamaica
5	Puerto Rico

Cities ⁷

129	Chicago, IL
111	New York, NY
110	Brooklyn, NY
86	Seattle, WA
85	Los Angeles, CA
73	Portland, OR
71	Washington, DC
65	Boston, MA
56	Philadelphia, PA
51	San Francisco, CA
48	Austin, TX
47	Cairo, Al Qahirah, Egypt
39	Buffalo, NY
37	Pittsburgh, PA
36	San Diego, CA
33	Bloomington, IN
32	Oakland, CA
32	Minneapolis, MN
29	Montreal, QC, Canada
29	Madison, WI

Languages ⁷

4,516	English (US)
296	English (UK)
50	Arabic
15	Spanish
13	French (France)
12	Italian
8	English (Pirate)
7	Portuguese (Brazil)
4	Indonesian
4	Hungarian
3	French (Canada)
2	Japanese
2	Portuguese (Portugal)
2	Traditional Chinese (Taiwan)
2	German
1	Catalan
1	Greek
1	Spanish (Spain)
1	Dutch
1	Turkish

chart via insights on <https://www.facebook.com/>

Twitter

11,396
TWEETS

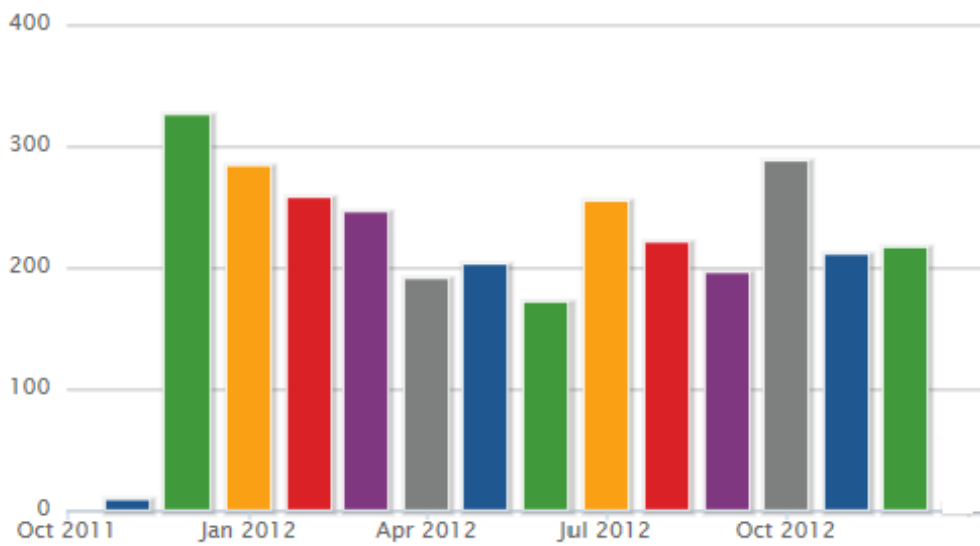
2,938
FOLLOWING

2,857
FOLLOWERS

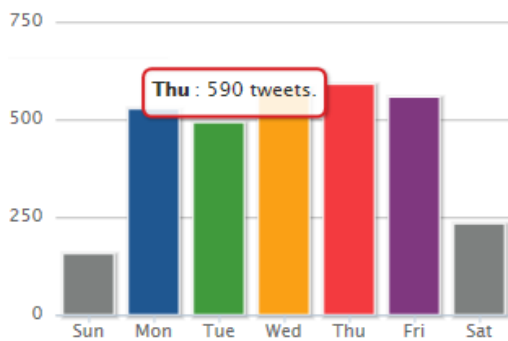
In 2012, INALJ's Twitter following has grown from 1,874 to **2,857** followers. INALJ tweeted **2,758** times in 2012. @needalibraryjob is ranked

125,386th on twitaholic.com. @needalibraryjob had 69 twooshes (140 character tweets) in 2012.

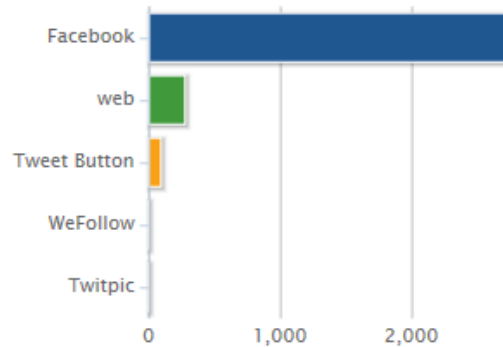
Your Tweet Timeline – 8.3 tweets per day (tpd) / 209 tweets per month (tpm)



Aggregate Daily tweets



Interface Used



Twitter cont.

TweetCloud for needalibraryjob

#inalj #jobs #libjobs #libraryjobs 10 12 13 20 2012 30 advance afternoon ala analyst **apply** archives archivist area article assistant associate birthday blog business ca career careers cc0qe1yf cc0vbc7p center **check** city college come coming community congrats **congratulations** coordinator copy county **daily** day dc department details **digest** digital director discussions early edition editor ellen **email** emily evening excited fans fb federal follow free friday getting going good **great** group happy head @hiringlib hope house https hunting ii **inalj** ineedalibraryjob@gmail info information intern **interview** **job** **jobs** join know late later lauren **librarian** librarians libraries **library** link **linkedin** list lol looking los love management manager md monday **naomi** national need @needalibraryjob **new** ns1t5ihk ns1xcsie ny oh **online** page pages people post posted posting project public read records reference research **rt** sarah school senior **sent** **services** share **sign** sla soon specialist state **story** **success** **taste** technical **thanks** time tips **today** todays tomorrow tonight twitter **university** va volunteer volunteers want wanted washington week weekend welcome wonderful yay year york

infographics via <http://www.tweetstats.com/graphs/needalibraryjob>

Google+



Naomi House has used Google+ sporadically this past year and has **873** followers. In 2013, she aims to use functions such as creating a group page and hangouts.

Klout

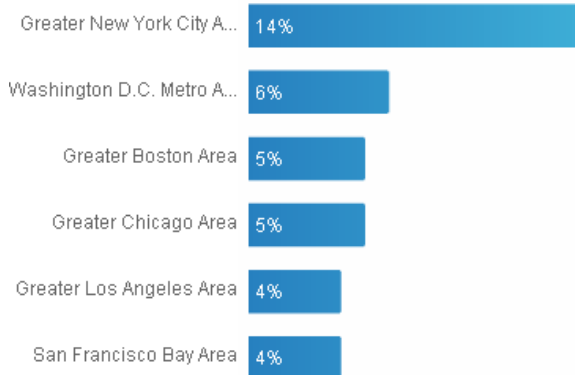


Naomi House joined Klout in late 2012. Her score at the end of 2012 was **61**. Klout follows her various platforms with one exception. INALJ.com is hosted on WordPress.com and the hits generated from that website were not counted in her Klout score. This artificially deflated her score as INALJ.com had over 600,000 hits in 2012. As of January 2013, INALJ.com has been added to Klout.

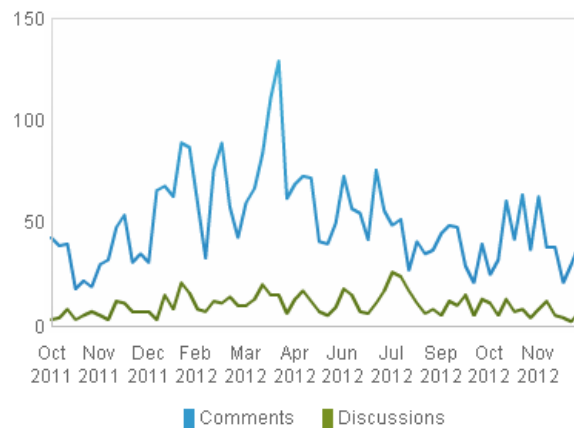
LinkedIn

In October of 2011, Naomi House started an INALJ LinkedIn group. The genesis of the group was to foster open discussion about job hunting in the information sciences field on a private web-space that search engines could not crawl. She wanted the members to feel safe posting something and not having to worry that it would appear in search results on search engines. The group grew to **2,451** members as of December 2012.

LOCATION



COMMENTS AND DISCUSSIONS



NEW MEMBERS



TOTAL MEMBERS



SENIORITY

53%
Entry

charts taken from LinkedIn.com's group analytics

Looking Forward

PLANS AND DREAMS

Naomi is planning to shake things up in February of 2013. INALJ has been supported by a team of volunteers this year and she plans on growing that team and adding a new series of positions, States Editors. INALJ.com is poised to become more robust as a webzine as well. In addition to the popular interview series with job-hunting success stories, she will be adding more articles, several columnists and making INALJ.com a go-to resource for job hunters throughout each day.

BEYOND LIBRARIES

INALJ started as the acronym for “I Need a Library Job.” It was Naomi’s vision that INALJ would be something job hunters could feel a personal connection to, hence the use of “I.” She chose “Need” because we need to make money in order to survive. “Library” was chosen, as it is still the most recognized word for where librarians and info pros work. Finally, it was always meant to be primarily a “Jobs” resource, but librarians have skill-sets that transcend workplace boundaries. We are excellent analysts, social media managers, knowledge managers, prospect researchers, competitive intelligence professionals; the list goes on and on. In 2013, INALJ aims to broaden its scope even further and cover more jobs fields than ever before.

SPEAKING OUT

Naomi has presented at many conferences, symposiums and universities in 2012 including SLA/MD, SLA/DC, ACRL/NY, the University of Hawaii at Manoa and more. She is looking forward already in 2013 to speaking at the University of the Emirates in Dubai, Virginia Library Association and the University of Maryland at College Park. She is available for speaking engagements and can be reached at naomi.house@inalj.com.

Contact Information

NAOMI HOUSE, MLIS	PUBLISHER, EDITOR AND FOUNDER	
	<ul style="list-style-type: none">• INALJ on Facebook• INALJ on Twitter• INALJ on LinkedIn• INALJ.com• Naomi House on LinkedIn	<ul style="list-style-type: none">• HTTPS://WWW.FACEBOOK.COM/INEEDALIBRARYJOB• HTTPS://TWITTER.COM/NEEDALIBRARYJOB• HTTP://WWW.LINKEDIN.COM/GROUPS/INALJ-I-NEED-LIBRARY-JOB-4112382/ABOUT• HTTP://INALJ.COM/• HTTP://WWW.LINKEDIN.COM/IN/NAOMIHOUSE/

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