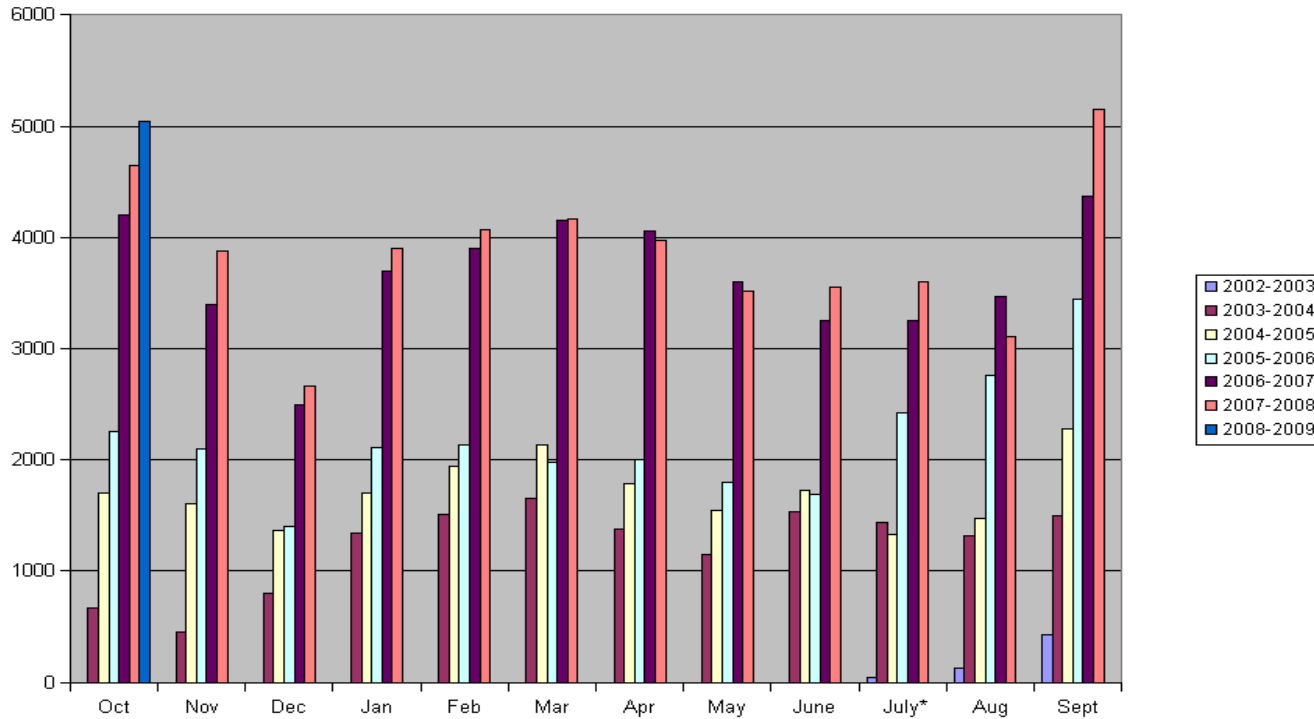


Chat and Email Sessions



### Usage Summary October 2008

Total Sessions = **5,039**  
 Local Desks = **959**  
 Collaborative Live Chat Sessions = **2554**  
 Academic Live Chat Sessions = **406**  
 E-mail Sessions = **1,120**

### Ask a Librarian By the Numbers

Total Live Chat & E-mail Sessions: **156,522**  
 Live Chat Sessions Since July 2003: **108,708**  
 Live Chat & Email Sessions Year to Date: **5,039**  
 Total Participating Libraries: **98**

### Link Placement Matters

Links in library catalogs, front pages and databases **WORK!** Statistically, we can see a library's numbers rise or drop dramatically when the Ask a Librarian Link is moved. Obvious links throughout your website on your front page (especially using the Ask a Librarian logo) directly correlate with higher use by your users in both live sessions and email use. Conversely, buried logos or placement on only one page, even if under 'reference', will decrease use significantly. Logos & free promo materials are at [info.askalibrarian.org](http://info.askalibrarian.org) under promotion.

### Top Entry Points

1. Orange County Library System
2. University Of Central Florida
3. Tampa-Hillsborough County
4. University Of Florida
5. Hodges University
6. Volusia County Public Library
7. Santa Fe Community College
8. Broward County Library
9. Jacksonville Public Library
10. Manatee Community College

### Statistical Summary

Thank you all for all your hard work to make Ask a Librarian's migration to Instant Service so successful. As we work to get comfortable in Instant Service, please continue to call, email, IM both Traci and myself.

With the new software, we had our best October ever as our numbers continue to rise! Give your self a HUGE pat on the back! It was a big change, but we have come through it with ease.

### Google Analytics Map of Entry Point by User IP Address

