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Bloggging for Librarians

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What we're going to cover

- Overview of blogs and what you can do with them
- Introduce a blogging tool and how to use it
- Provide tips and techniques for designing and writing blogs
- Show examples of blogs and other resources

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Weblog (blog) basics

- Content Management System
- Chronologically arranged entries
- Unique URL for entries (permalinks)
- Archives
- Searchable
- Comments
- RSS (really simple syndication)
- Blogroll
- Example: [It's all good](#)

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Blog statistics

- About 11% of Internet users are regular blog readers (50 million people) (Pew Internet & American Life Project)
- Technorati tracks over 33.4 million blogs
- 70,000 new blogs a day (more than one per second)
- 700,000 posts daily, or about 29,100 blog updates an hour
- Over half of online teens (57%) have created content online (Pew: Teen Content Creators and Consumers)

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Why blog?

- Real simple, real time
- Online publishing for the people
- Free blog hosting and blog tools readily available
- No library website? Get a blog!
- Establish online community
- Establish virtual branch
- Public relations
- Document a project
- Reach non-users

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Blogs vs. websites

- Don't need to know HTML coding
- Don't need your own web server, web editing software, webmaster . . .
- Don't have to (knowingly) upload files to publish online (ftp)
- "push-button publishing" – anywhere, any time
- More dynamic than a typical website

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Blogging opportunities

- News and information about the library
- Book reviews, book awards, information about new books
- Book discussions (interactive)
- Links to recommended Internet resources
- Research tips
- News or information for library trustees / school boards / administration
- Communication among small groups (private)

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Blogging tools

- Blog hosting: free online services e.g., Blogger, Xanga, LiveJournal, MySpace
Weblogs Compendium: Blog hosting <http://www.lights.com/weblogs/hosting.html>
- Blog serving: host your own blog e.g., WordPress, Movable Type
Weblogs Compendium: Blog tools <http://www.lights.com/weblogs/tools.htm>

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- 1999: Pyra Labs started the push-button publishing revolution
- 2002: bought by Google
- Free online blog hosting service
- Simple to use, yet flexible
- Add-ons and advanced features
- Well-documented [\[web\]](#)

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Blogger basics

- [Dashboard](#)
- [Posting and editing](#)
- [Settings](#) (publishing, formatting, comments)
- [Templates](#) and "skins"
- Email: [email to a friend](#) (basic); [notification](#)
- [Blog this](#)

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Advanced Blogger

- [Editing the template](#)
- [Word verification](#) - reduce comment spam
- [Multi-blogs](#) - blog within a blog
- [Blogger hacks](#)
- [Add-ons](#)
 - [Blogger for MS Word](#)
 - [Hit counters](#)

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Tips and Tricks

- Adding photos
Hello www.hello.com
Picasa www.picasa.com
Flickr www.flickr.com
- Recommending a book? Link to your [catalog entry](#) (and add a link to your catalog or catalog search box)
- Embedding your blog's RSS feed: Parser (Magpie) or Feed2js
<http://jade.mcli.dist.maricopa.edu/feed/>

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Flickr

- <http://www.flickr.com/>
- Posting photos to blog
<http://www.flickr.com/help/blogging/#55>
- Value added: [tags](#), [comments](#), [notes](#)
e.g., [family reunion](#)
- Fun and easy Flickr Toys
Mosaic maker, slide show, captioner
<http://flagrantdisregard.com/flickr/>
- Great Flickr Tools Collection
<http://www.quickonlinetips.com/archives/2005/03/great-flickr-tools-collection/>

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Developing your blog

- Design blog and accompanying policies and guidelines
- Soft launch - ask peers, co-workers to review
- Seek organizational approval as necessary
- Unleash blog on world
- Market
- Keep it fresh

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Blogging policies and guidelines

- Define blog purpose (mission, scope)
> [It's all good](#)
- Make blog/individual authorship clear ("About")
- Include institutional connection (link)
- Include contact information

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More policies and guidelines

- Establish guidelines for blog content
- Define editorial process
- Establish posting frequency
- Establish policies for comments
> [Free Range Librarian](#)
- Disclaimer ([Rhodarian](#))

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Writing tips and techniques

- Keep posts brief
- Make writing accessible (casual)
- Develop a personality, be consistent
- Check your facts and your spelling
- [Ten Things a Blogging Librarian Must Do](#) (Michael Stephens)
<http://www.tametheweb.com/ttwblog/archives/000255.html>

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Blogging ethics

- Blog represents you, your institution, and librarianship in general
- Web publishing is a powerful tool
- Don't write about patrons, co-workers, quote emails, etc, without permission
- [Free Range Librarian, Blogging Ethics](#) (Karen Schneider, freerangelibrarian.com/)
- [Blogger's Code of Ethics](#) (cyberjournalist.net)

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Five rules to blog by

1. Transparency
2. Cite it
3. Get it right
4. Be fair
5. Admit mistakes

Karen Schneider, Internet Librarian 2005

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Marketing the Blog

- Press release / local paper
- Link on website (don't have to call it a blog)
- Feature in newsletter
- Bookmarks, flyers, signature files, anywhere your website URL is
- Use the web and blogosphere

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Web marketing

- Turn on Blogger features:
 - instant email (email to a friend)
 - turn on RSS feeds
 - add to Blogger listings
 - subscribe to your blog via your Bloglines account
- Add your blog headlines to your homepage via RSS ([LOR!](#))
- Integrate blog with library website

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More web marketing

Automatic Posting and Notification Systems

- Pinging: notification service used to track blog changes (subscribe/automatic)
 - > ping-o-matic.com
 - > www.weblogs.com
- Blogosphere instantly notified when you update
- Trackbacks (Blogger=backlinks): who's linking to your blog

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Who's talking about your blog?

- Technorati
<http://www.technorati.com/search>
(also, what people are talking about online)
- Talkdigger
<http://www.talkdigger.com>

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Finding inspiration

- What's going on in your library / school / community / state?
- What's going on in other libraries or schools?
- What are other people writing about?
- Read other blogs – library and non-library

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Blog Examples

- [Marin County Free Public Library](#)
- [Roselle Public Library: Blogger Book Club](#)
- [Ancestor Research Log](#)
- [Santa Fe Public Library \(Icarus\)](#)
- Creating community
 - > [Ann Arbor District Library: Teens](#)
 - > [AADL Director's Blog](#)
 - > [Western Springs History](#)

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School library blogs

- [Hawley Library Media Center: Bibliotalk](#)
- [Huntingtown High School Library Media Center](#)
- [Northfield Mount Herman School: The Reading Room](#)
- [Zanetti Montessori Reading Room](#)
- [Webblogg-ed \(weblogg-ed.com\)](#)

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More Inspiration

- [Blogging Libraries](#)
blogwithoutalibrary.net
- [Library Weblogs \(libdex\)](#)
- [LORI's LIS Weblogs \(individual bloggers\)](#)
- [Library Related Blogs in Rhode Island](#)

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Additional resources

- [BlogBib: Blogging@Your Library](#)
- L. Anne Clyde, [Weblogs and Libraries](#) (Chandos, 2004)
- Elizabeth Castro, [Publishing a Blog with Blogger](#) (Peachpit, 2005)
- [Why and How to Use Blogs to Promote Your Library's Services](#) (Darlene Fichter)
- [Why weblogs?](#) (Weblogg-ed)
- [LORI: Blogs, RSS and Data Syndication](#)
- [blogWriting](#) (KM's del.icio.us bookmarks)

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Questions?

A link to today's presentation is on the LORI website at <http://www.ori.gov/ce/>

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Thanks for coming!

Go forth and blog!

And notify the LORI webmaster that you've got a blog so we can list it on our website.

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