

Cannell Library: The Blog

Policies/Style Guide

Why Blog?

- **Outcomes:** In order to increase the opportunities for communication and conversation with faculty, staff and students of Clark College, Cannell Library will implement a blog.
- **Indicators:** The blog will be posted on the library's web site.
- **Activities:** Library staff will use the blog to post items of interest to our users.
- **Assessments/Performance Criteria:** New posts will be added at least five days out of seven; user statistics will demonstrate that posts are being visited.
- **Timeline:** examine blog statistics each at the end of each quarter (coordinate with web site statistics)

Policies

Privacy

- The Blog is open – anyone can read postings and comments. Registration not required.

Posts (Daily Entries)

- Only library staff can create posts.
- Posts can be anything related to the libraries resources, services, policies, news, events, etc.
- Post length should be limited to approximately 100 words.
- Tags: assign categories (meta tags) to postings.
- Voice: Short sentences, informal style. Newsletter style voice; third person (“we,” “library staff,” avoid “I”).

Comments

- The Blog is open – anyone can read postings and comments. Registration not required.
- The About page has the following notice: Welcome to Cannell Library's Blog (Web Blog). The purpose of the blog is to allow library staff to share news, events, tips, sources, and many other types of information with the students, staff and faculty of Clark College. We welcome comments to the posts, but we request that comments be related to the topic and be respectful of all readers. Unrelated comments may be deleted.
- Initially, Kitty will get email notifications when comments are added. Comments will only be deleted after discussion.

Images

- Use images to add interest to posts. Maximum size: 300 pixels square
- jpg or gif format only
- Working files of images can be saved in common directory/blog directory to upload to the site

User levels

- Library staff can elect to be set at any user level that fits her/his interest in contributing. Following are levels:
 - Administrator - has access to all the administration features
 - Editor - can publish posts, manage posts as well as manage other people's posts, etc.
 - Author - can publish and manage their own posts
 - Contributor - can write and manage their posts but not publish posts
 - Subscriber - can read comments/comment/receive newsletters, etc.

Training

A librarians will meet with department staff throughout Spring quarter 2007. Training will include hands-on opportunities to add comments, create original posts, and select involvement level.

Maintaining Activity

Following are suggestions for specific items that individual staff could "adopt" and be responsible for posting:

Blogging Item	Who?	When/Frequency?
Netlibrary Book of the Month		
Featured new book		
Featured new video/DVD		
photos of "daily life" in the library		
Interesting web sites		
hours and holidays	Jennifer?	
research tips		
promoting classes and drop ins		
Notice of new/updated handouts		
interviews		
circulation reminders	Amy?	
quick polls		
Database of the week		