



Creating A Library Blog

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What is a blog?

1.) Blog: Web site where content is posted in reverse chronological order similar to a journal or news site. Can include text, images, links, tags, audio, video, etc.

2.) Feed: RSS (Really Simple Syndication) is small bit of XML code that will send out your new postings automatically

New postings can be sent to “reader/aggregator”, Library or other web sites, Research Guides, Course Management Software (e.g. Blackboard), MySpace/Facebook, etc.

Why create a blog?

Easy, no/low cost web site for “newsy” or specialized content. Easy to integrate/mash-up into other technologies.

Secrets for Success?

Pick a niche/purpose, market it, estimate your workload, integrate it into other pages, evaluate as needed

Inspiration Please!

A few examples of some library blogs...

Public

MadReads: Book News & Reviews

Madison Public Library

<http://www.madisonpubliclibrary.org/madreads/>

Hennepin County Library News Blog

(look at comments)

<http://www.hclib.org/blogs/LibraryNews.cfm>

Parson's Public Library

<http://parsonslibrary.blogspot.com/>

From the Director | Ogden Farmers' Library

<http://ofldirector.blogspot.com/>

Oshkosh Public Library | Hot Topics

http://www.oshkoshpubliclibrary.org/blogs/hot_topics/

Academic

UThink from University of Minnesota Libraries

<http://blog.lib.umn.edu/>

MIT Library News

<http://news-libraries.mit.edu/blog/>

Reading Girl Speaks | Oberlin College

<http://oberlincollegelibrary.blogspot.com/>

One Book, One Campus Blog | IU South Bend

<http://ee.iusb.edu/index.php?/onebook/>

New Resources | Kansas State

<http://ksulib.typepad.com/new/>

When you get a few blogs going...Feeds page

Drexel Library

<http://www.library.drexel.edu/blogs/index.html>

NCSU

<http://www.lib.ncsu.edu/news/newsblogs.html>

Other Countries

Biblioteca Municipal de Ponte de Sor (Portugal)

<http://bibliotecapontesor.blogspot.com/>

Prince Edward County Teen Page

(notice other social software)

<http://www.countyteens.com/>

Making Blogs Work for You and Your Library Services

How do you create a blog?

Free, hosted blogs (not on my server): Blogger, Xanga, LiveJournal, MySpace, etc.
-or-

User-hosted blog software (on my server): Moveable Type, Type Pad, WordPress, etc.
Comparison Chart: <http://asymptomatic.net/blogbreakdown.htm>

Creating a blog using Blogger (beta)

1.) Create account using blogger

- Got to <http://www.blogger.com/start>. Click “Create Your Blog Now”.
- Create account. Create name, title, URL & description.
- Pick template (easy to change later).

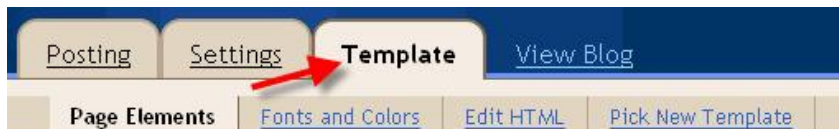
2.) Check default settings and change if needed

- Who can leave comments? (rare)
- Who can look at your blog? (internal communication only?)



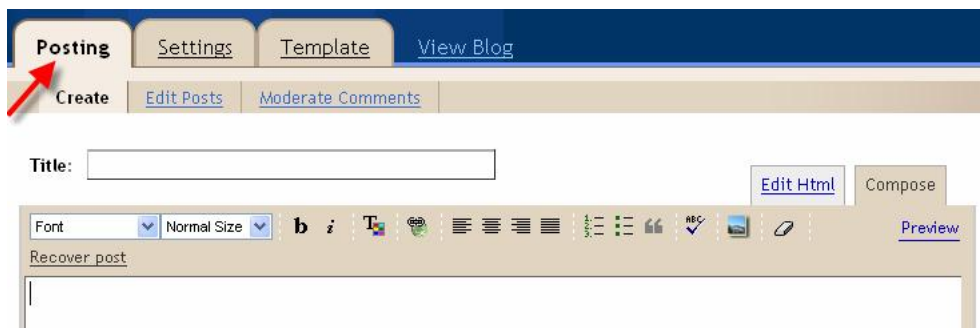
3.) Personalize look and features of template

- Add/edit elements such as “labels” or tags, list, list of links, text, image, HTML/JavaScript, feed, profile, logo, and more.
- Change font/colors, edit HTML, etc.



4.) Start posting

- Create content
- Add links, add images, etc.
- Post it



5.) Repeat daily

Making Blogs Work for You and Your Library Services

How to you keep it up?

- Add it to your calendar or daily routine
- Ideas for content
 - Be aware of shift from content collector to content producer
 - News, listservs, OPBs (other people's blogs), happenings on campus, serendipity, your brain, FAQs, surfing, things you want to remember, etc.

How do you get people to read it?

- Add it to already created pages (research guides, Blackboard/CourseWare, web sites, etc.)
 - Feed to JavaScript <http://staff.philau.edu/bells/BloggingToCourseware/>
- Add it to your profile (Facebook, MySpace, staff page, etc.)
- Don't be shy! Send emails to potentially interested readers, create a poster, tell staff/colleagues/student workers
- Join blogger community--Post on other blogs

So now you want to read some blogs? (<http://www.newsonfeeds.com/faq/aggregators>)

1.) Web based (Bloglines, Google Reader, Newshutch, etc.)

- Create free account, add the blogs you want to read

-or-

2.) Browser or Email based (Firefox, Thunderbird)



Blogs on Social Computing and Libraries

- The Shifted Librarian: www.theshiftedlibrarian.com/
- Social Software Weblog: socialsoftware.weblogsinc.com/
- Ubiquitous Librarian: theubiquitouslibrarian.typepad.com/
- Many 2 Many: many.corante.com/
- TechEssence.info: techessence.info/
- Second Life Library Blog: secondlifelibrary.blogspot.com/
- Intersections: mingus.exp.sis.pitt.edu:8888/intersections/
- Tame the Web: tametheweb.com/
- Walking Paper: walkingpaper.org/
- Blog Without a Library: www.blogwithoutalibrary.net/
- Information Wants to be Free meredith.wolfwater.com/wordpress/index.php
- Walt at Random walt.lishost.org/
- Read/Write Web www.readwriteweb.com/

More information

- BlogBib: An Annotated Bibliography on Weblogs and Blogging, with a focus on library/librarian blogs (blog-bib.blogspot.com/)
- LIS Wiki: Web logs (liswiki.org/wiki/Weblogs)
- Libraries doing good things with blogs (academic, public, school, special, etc.) (www.blogwithoutalibrary.net/links/index.php?title=Welcome_to_the_Blogging_Libraries_Wiki)
- Walt Crawford
 - Cites & Insights 6(10) 2006—Looking at Liblogs: The Great Middle-Review of 200+ library/librarian blogs (citesandinsights.info/civ6i10.pdf)
 - Writing and Blogging (walt.lishost.org/?cat=13)