

Blogging for Beginners


Carolyn Minor
University of Winnipeg Library
Author of The-Do-It-Yourself Librarian

Carol Cooke
UM Health Sciences Libraries
Author of Technogeekery for Librarians



What is a blog?


- o Web log > blog
- o Word of the year
 - [list of sites](#) mentioning “blog” as the most wanted word on Merriam-Webster Online for 2004



What is a blog?

“a web page containing brief, chronologically arranged items of information” (Peter Scott)

- Varieties
 - o Personal
 - o Political
 - o Professional
- It's so much more!




Evolution of Blogs

- Linking
- Social networking
- Filtering information
- Current awareness



History of blogs

- Netscape's What's New 1993-95
- Robot Wisdom 1997
- page of only weblogs (last updated 12 October 2000)
- weblogs: a history and perspective (Rebecca Blood)



Bloggng explosion (Darlene Fichter)

- 2000-2003
 - Tools that made it easy to publish
 - No need to know HTML
 - No need to know FTP
 - Add / edit content anywhere, anytime
- Dozens of features – dynamic, quick and easy to develop
- Millions?? worldwide

The Read/Write Web
(popularized by Will Richardson)

- The read-only web of the 90's required specialized knowledge and skills to create content.
- Now we see a shift from consuming online content to content (and knowledge) creation.
- This has been most realized in educational contexts.

Blogging software

- Web-server hosted
 - Blogger (free)
 - LiveJournal (free)
 - TypePad
- Local installation
 - Radio Userland
 - Moveable Type
 - Word Press (free)

Software features

- Dated entries
- Comments
- Permanent links or Permalinking
- Archives
- Categories
- RSS feed
- Search engine

How many libraries are blogging?

- [Blogwithoutalibrary.net](#) by Amanada Etches-Johnson
- 245 libraries blogging
 - 107 academic libraries
 - 86 public libraries
 - 12 school libraries
 - 12 assorted special libraries
 - 11 library associations
 - 8 library consortia
 - 6 government libraries
 - 3 corporate libraries

Public Libraries

- St. Joseph County Public Library Weblog: [SJCPL Lifeline](#)
- Waterboro Public Library: [h2oboro lib blog](#)
- [Gateshead Libraries Weblogs](#)
- [Blogger Book Club](#) (Roselle Public Library)


School Libraries

- Hunterdon Central Library [IMC](#)
- Northfield Mount Herman School Library [Reading Room](#)




Academic Libraries

- University of Alberta
 - categories of items a nice function
 - news, events, announcements etc.
- Ohio University Library's Business Blog
 - supplements information literacy sessions the Business Librarian teaches
- Georgia State University
 - has a number of subject blogs that offer news and subject-related library resources.



Special Libraries

- Stark County Law Library Blawg
 - posts include items in the news on the legal community of Stark County, interesting information on the legalities of blogging and other citations of interest
- beSpecific - Sabrina Pacifici
 - resources in the public and private sector related to law and technology news: including copyright, privacy, censorship, the Patriot Act, ID theft, and freedom of information
- Knowledge @ Wharton
 - bi-weekly online resource that offers the latest business insights, information and research from a variety of sources - Wharton School of the University of Pennsylvania Library



How are librarians using blogs?

- Personal networking
- Information filtering and knowledge building




Librarian Blogs

- o [The Shifted Librarian](#) – Jenny Levine
- o [Librarian.net](#) – Jessamyn West
- o [LibraryStuff.net](#) – Steven M. Cohen
- o [Free Range Librarian](#) - Karen G. Schneider
- o [Open Stacks](#) – Greg Schwartz




List of lists (of library blogs)

- o [Google Directory](#)
- o [blogwithoutalibrary.net](#) list of [blogging libraries](#)
- o [Library Weblogs](#)
- o [Weblogs Libraries](#) (CBEL)
- o [BlogBib: Select Librarian/Library Blogs](#)




Doing blogging @ your library

- o Why?
 - Marketing
 - Customer Service
 - Going where your users are
- o Not so trivial administrivia
 - Mission statement
 - Guidelines
 - Code of ethics




Mission Statement

- Defines what you hope to accomplish with your blog.
- Helps your users understand what you are doing and why you are doing it.
- Helps you to focus your creative efforts.




Guidelines for Library Blogging

- Bloggin Policy Examples by Charlene Li of Forrester
- Corporate Blogging Guidelines, Draft #2 by Michael Hyatt author of Working Smart




Guidelines for Library Blogging

- Your views are yours alone and do not necessarily represent the views of your employer.
- Your blog entries legally belong to you.
- Respect the institution's confidentiality and proprietary information.
- Write relevant. Write often. ... You have a unique perspective on your institution based on your talents, skills, and current responsibilities.
- Be respectful to the institution, employees, patrons, partners, and competitors.
- Respect copyrights.
- Ensure that your blogging activity does not interfere with your work commitments.
- UNLESS IT IS PART OF YOUR WORK!



**Charlene Li's
Sample Blogger Code of Ethics**


- o I will tell the truth.
- o I will write deliberately and with accuracy.
- o I will acknowledge and correct mistakes promptly.
- o I will not delete comments unless they are spam or off-topic.
- o I will strive for high quality with every post – including basic spellchecking.
- o I will stay on topic.
- o I will disagree with other opinions respectfully.
- o I will link to online references and original source materials directly.



"The Ethical Blogger"
K. G. Schneider [Free Range Librarian]

"Every blog produced by librarians, no matter how casual, represents librarianship to the world. We are the standard-bearers for accurate, unbiased information."

- o Transparency
- o Fairness
- o Cite it
- o Get it right
- o If you broke it, fix it.



Blogger Demonstration

<http://blogger.com/>



