

Library Blog Style Guide

Categories

Categories should be assigned to every post. This will allow the post to be retrieved by the category drop down widget and will help users navigate round the blog easily. Here is a list of categories. If there is not a suitable one, then the creation of a new one should be discussed at web group.

Archives and Special Collections	Regular features and news from the university's Archives and Special Collections
Eresources	Eresource news such as new subscriptions and features
Eresources - Technical issue	Technical issues or downtime announcements relating to eresources
Events	News on events being organised by the library or held in the Saltire Centre
How to ...	Instructions and advice on how to do things in the library e.g. how to migrate your RefWorks account, apply for an ILL, top up print credit
IT	IT news, updates and announcements
Library news	News and posts of interest from the library
Service announcements	Announcements regarding service changes or updates such as drop-ins starting, holiday opening hours

As we are no longer using a tag cloud, we don't need to use keywords.

Editing and review procedure

There is no formal editing and review process for blog posts, everyone can post to the blog. It is always a good idea to get a colleague to read over your post before you publish it. A second pair of eyes can usually spot errors in spelling or punctuation. Remember that you can edit a post after it has been published, so if you do notice an error at that stage, then go back in and fix it, don't leave it up there.

Format for blog post entries

These usually have three main types, technical issues, news items and features (for example archives posts, developments on open access and so on).

Feature posts

These will generally be longer posts about a new resource or service that we want to highlight. As they will be longer they should use the "see more" function. They should also be split into sections using subheadings. They should always be proof read by a colleague before being posted. They are more likely to be discursive pieces of text so should always be fact checked. When writing these posts we should be careful not to include personal opinions.

Library Blog Style Guide

News posts

These can cover a wide range of items and may be duplicated on the twitter feed or other marketing media. They may cover updates to library opening hours, events happening in the Saltire Centre and changes to service provision such as drop-ins being cancelled, library desk closed, or other news items. Before blogging think about how you could format your post – use table or images where appropriate. If you have a longer item such as changes to login procedures with pictures (like the RefWorks migration item) discuss it with your colleagues before blogging.

Examples:

- **Library opening hours: September weekend holiday**
The library will be open as normal on Friday 26th, Saturday 27th and Sunday 28th September 2014. It will open from 9am to 5pm on Monday 29th September 2014.
- **Principal's listening event: Level 0**
The Principal's listening events for students will take place on Monday 10th October 2014 from 10am to 11am on Level 0 of the Saltire Centre.
- **New RefWorks clinic**
Bring your quick questions on RefWorks to our new drop-in clinic. It will run from 10am to 11am on Thursday 12th November 2014 in Seminar Room 2 on Level 2 of the Saltire Centre.

Technical issues

Start these with Technical issue [Name of the resource or service] then a description of the issue. The main body of the post should contain a short description of the issue with dates and a possible time or estimate of a fix. It should also contain a note of notifications made to suppliers or the fact that we (or they) are working on it.

Examples:

- **Technical issue [Proquest Central]**
Proquest Central will be unavailable on 31st January 2015 from 10am to 11am due to a system upgrade.
- **Technical issue [CINAHL]**
CINAHL is unavailable due to a technical issue on the supplier's web server. They have been notified and are working to resolve the problem.
- **Technical issue [Library Catalogue / Database A-Z]**
The library catalogue and the database A-Z are currently unavailable due to a fault out with our control. We are working to resolve this issue and anticipate that access to these services will be restored by 5pm on 31st January 2015.

Library Blog Style Guide

When the issue is resolved, we must blog with the good news. If the original blogger is not around to do this, then another member of their team should do so. Update the title of the original post to say Resolved, and add a resolution line at the top of the body of the post.

Examples:

- Resolved: Technical issue [CINAHL]

Access to CINAHL has now been restored

CINAHL is unavailable due to a technical issue on the supplier's web server. They have been notified and are working to resolve the problem.

Linking

If you are using links in the text of a blog post, set the link to open in a new window so that the user is clear that they have left the official library blog and are now on an external web site. When the small window for adding the URL appears, there is an option below to specify whether to open in a new window or not, select this and save. This applies to other GCU department sites. If you want to link to an electronic resource which is available from the library, remember to link to the catalogue record if one is available, as this is the one which will be the most up to date. To do this, get the catalogue record up on screen, click Bookmark link on the dark blue toolbar at the top of the record, then copy the permalink from the popup window. This is the link to use on your blog post.

Managing comments

You will find that some blog posts will attract comments. These fall into several categories:

- Some of these are automated spam - feel free to delete these.
- You may get some library enquiries which are just being sent in to the wrong place. If the comment has been attached to a post by the relevant team, then that team should receive an email. If it is attached to a post by the "wrong" team, copy and paste in to an email and send them on to the correct team. It is good manners to respond to the enquirer telling them that you have sent their query on and giving the email address of that team. In this case it would not be worth approving the comment as it will appear in the "wrong" post. Just delete it once it has been dealt with.
- Very rarely you get a legitimate comment! You can then choose whether to approve or reject it. If you approve it, it will be published at the foot of the blog post for everyone to see. Consider whether the comment adds anything useful or constructive to the blog post before you approve it. If you approve it, add a response for all to see. Send a response by email as well, just in case the enquirer misses the answer on the blog.

Library Blog Style Guide

Managing older posts

Don't delete older posts, we should keep them as a "back file". If a post has been superseded, such as a newer "How to..." entry, then the older posts should be amended to say that these instructions are no longer current.

'See more' tags

See more tags should be used when you have a longer post. This allows you to display the punchy headline text, then allow the reader to click to display more detail. When you are editing, move your cursor to where you want the "see more" link to appear, then click the see more icon from the edit toolbar. It looks like this:



It displays in the editing screen as a grey line with More at the end. Everything under the line will then be displayed when the reader clicks the see more link. This does not display when you preview the post, you have to make it live to enable the function.

Sticky posts

This is an option which makes the blog post "stick" to the top of the main blog display. New posts appear beneath it. Use this only for the most important news items and take it to the web group for approval. Remember that the post will not "stick" to the top of the RSS feed which appears in the box on the library home page.

Style of text

Posts should be short and to the point. They should be written in line with the guidance on plain English and vocabulary outlined in the website style guide. They should have one point per paragraph. Do not include initials, acronyms and jargon in the post.

Don't use underlines as they imply a link to the reader. Use bold for emphasis rather than italics. Italics have been proved to be confusing to the onscreen reader, so don't use them.

Titles

Titles should be short and should explain the content of the blog post.