Blog Contributor Guidelines

How to Get Started

1. E-mail Adriane Koenig (akoenig@jhu.edu)
2. She will create a username and password for you and e-mail it to you
3. Log in and change your password (click on "your name" in the upper right corner or on "Profile" in the left column)
4. If you want, set up an appointment with Adriane for a one-on-one tutorial

Your First Post

1. Log in and click on Add New in the left column
2. Write your headline in the Title box
3. Select the category or categories that apply to your post (e-mail Adriane if you think a new category should be added)
The Toolbar

1. You’re probably familiar with most of the tools in the toolbar:
2. There are additional tools available when you click on the kitchen sink icon (labeled “More options” below):

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Resize Working Space

Depending on your browser’s display, the area in which you write the body text of your post can be a little small. You can resize the working space by clicking on the three diagonal lines in the corner of the body text textbox and dragging it to the size you want. This has no effect on the published post, but it might make it easier for you to write or review your post. Or use the toggle to full screen icon, noted above.
Links make a post more interactive. If you mention a library resource, why not link to it? URLs should be embedded in text or images.

1. Select the text that you would like to link to a URL
2. Click the link icon in the toolbar
3. Type or paste URL
4. You do not need to set the target or class
5. Don’t forget to put in a title — it will appear when you hover over the link

That’s all you have to do. The blog will automatically create a link (once it’s posted) that reads “Continue reading (title of your post)...”

Length

Posts should be concise without sacrificing clarity of the information provided. Often, the post’s topic can be summarized in a paragraph or two, with more detail (if needed) provided after a break.

To Split Your Post
1. Place your cursor after the last sentence you would like to appear before the break
2. Click the Split Post icon
3. A dotted line with “More” at the end will appear
4. Continue writing the rest of your post below that line

That’s all you have to do. The blog will automatically create a link (once it’s posted) that reads “Continue reading (title of your post)...”

REMOTE ACCESS LINK FORMATS

- **Catalog records:** Add the Bib number (from the MARC display of the record) to end of this URL: [http://catalog.library.jhu.edu/ipac20/ipac.jsp?profile=default&index=BIB&term=](http://catalog.library.jhu.edu/ipac20/ipac.jsp?profile=default&index=BIB&term=)
- **Databases:** For a proxified link to a database homepage, just right-click the database name from JHSearch and copy the shortcut.
- **Deep embeds:** If you are linking to a subpage within a database, add [http://proxy.library.jhu.edu/login?url=](http://proxy.library.jhu.edu/login?url=) before the stable link.
We highly encourage the use of images. They are a great way to break up a text-heavy post. If you are interested in including multimedia or polls in your post, contact Adriane.

Finding Images: We can only publish an image if we have permission to use it. There are many photos and images freely available in the Public Domain or through Creative Commons Licensing. A good place to start is Flickr: Creative Commons or Wikimedia Commons. For more information on finding and using images, visit the Images LibGuide.

Submission Instructions: When you first begin blogging, you will not be able to insert images. E-mail images you want to include to Adriane with any special instructions on placement, as well as proper citation for the image:

Photo by Username via Service / CC by version number (or Public Domain)

Include a hyperlink to the source photo.

Not Sure What to Write?

Keep the users in mind. This is a user-focused blog, where we want to emphasize content that will help, inform, guide or amuse our users. Our primary audience is not other library specialists. Be yourself. Don't feel you need to write in a way that is uncomfortable for you. Our aim is to share the breadth of expertise (and personality!) of the Sheridan Libraries staff. We have profiled some post types, but these are just examples. You are not limited to them.

The Column: A strong persona posts regularly with a highly individualized voice. In the course of their narrative, they highlight resources, acquisitions or programming of the Sheridan Libraries while offering a personal, engaging profile of themselves. From this type of post, users are pulled into the fabric of the library culture and can begin to identify with the staff and activities of the library in a personal way. Example: Film Fridays

The Brief: Posts are brief, timely and news-based. The contributor does not need to take on a personality-based persona. From this type of post, users get important updates with immediacy. Example: Library to Close Early

Resource Profiles: Posts are focused to promote library resources. An individual post might introduce a new library resource, reintroduce an existing resource, give tips and tricks on how to best use a resource or just plain highlight a resource. From this type of post, users are alerted to useful resources they have available to them without searching for them, increasing discovery. Example: Online Resources Category

Staff Picks: Related to the resource profile, this post might be a review or recommendation of a resource or event from the point of view of the blog contributor. The contributor might show personality or might cultivate an objective stance. Example: Staff Picks Category

Event and Exhibition Profiles: Posts could include announcements and promotions of upcoming events and exhibits. Example: Open Access Week

Multimedia: Podcasting, audio recordings, video tutorials, apps or visual displays of information. Tone and interaction will vary based on the topic and approach taken. Example: Featured App: RedLaser

Others: Again, please contribute in a way that fits you! Talk to a member of the blog team for suggestions or if you would like coaching.
Completing Your Post

Our reviewers will read over your post before publishing it, but using spell check never hurts.

Using Spell Check:
Click the spell check icon to identify misspelled words. Right click each red-underlined word to view suggestions on the correct spelling.

Keep Writing!
Since frequent posting helps build a stronger readership, RSLs are expected to contribute 1 post per month. Visit the Wiki schedule to see what others are writing, and contribute your own ideas.

Publishing Your Post

E-mail Adriane to let her know the post is ready. Include any images as attachments with complete citations. If your post is time-sensitive, be sure to note the date. The blog editorial team will then review the post; if anything more than minor changes are made, a reviewer will notify you before publishing. After final approval, we will schedule your post.

Promotion
We’ll tell the Twitterverse about your post, but go ahead and make your own noise! Help our readership grow by talking up your contributions in departmental emails or at instructional sessions.
**Some Blog Definitions**

**Blog** - The term blog was derived from the word weblog. A blog is a website where individuals post entries varying in topic, usually on a regular basis. Blogs can cover almost anything; there are professional blogs, personal blogs, topic-focused blogs and daily-musings blog.

**Blogger** - a writer for a blog

**Blogroll** - The world of blogging is all about sharing. It’s not uncommon for a blog to feature a list of links to other blogs on the sidebar of their own. These blogs can be content-related, friends’ blogs or just blogs they love to read.

**Break/Jump** - When a blog post is long, the blogger may chose to have the content continue on another page rather than take up prime real estate on the blog’s main page. The words “break” and “jump” are often used to indicate that the post continues elsewhere. For example, a blogger may say something like “there is more information after the jump” or “pictures available after the break,” followed by a link to the rest of the post.

**Categories** - Categories are used to organize the content of a blog. Categories are most often topic-based. Blog posts are assigned to different categories in order to make it easier for readers to find other information on that topic. Readers can click on a category and view all posts that have been assigned to that particular category. Some blogs allow you to subscribe to category-specific RSS feeds.

**E-mail Subscription** - Some blogs allow you to receive their content via e-mail. Each time a new blog post is published to a blog that you have an e-mail subscription for, an e-mail notification will be sent to you.

**Feed Reader** - A feed reader (e.g., Bloglines, Google Reader) allows you to read multiple blogs in the same place. When you subscribe to a blog’s RSS feed, you can designate where you would like the feed to populate. Readers make staying up-to-date with your favorite blogs very easy. Instead of having to visit each blog at its own website, you just log in to your reader, and the reader displays any new posts for all the blogs you are subscribed to.

**RSS Feed** - The acronym itself has a few different definitions floating around, but the most common is Really Simple Syndication. An RSS feed allows you to pull content from a blog into another location. By subscribing to a blog’s RSS feed, the posts will appear in an aggregator, or feed reader, that you have selected.

**Tags** - Tags are very similar to categories. They are another way to organize your blog’s content for your reader. In general, they tend to be a little more specific than categories (for example, a category might be “reading” and tags might specify “fiction,” “non-fiction,” etc.; however, there are no hard-and-fast rules—blogs are organized in whatever manner the owner chooses. Some blogs only use categories, some only use tags, some use both and some don’t use any.

**Threads** - The term thread is most commonly used when referring to comments. Basically, it means that the comments are discussing a common topic. Threaded comments are an ongoing conversation where a commenter can reply directly to another commenter’s comment. Forums often have multiple ongoing threads.

**Vlog** - A vlog, or video weblog, is very similar blog but instead of having written posts they use video.