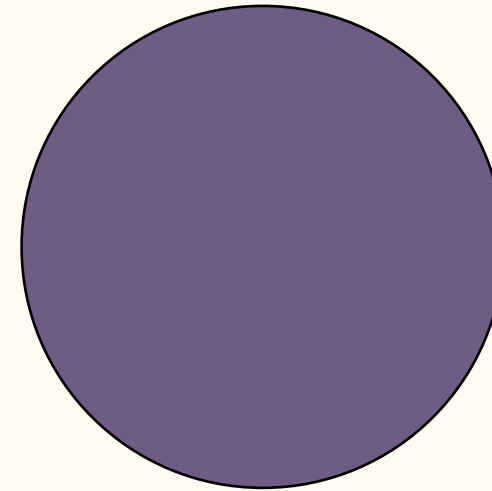


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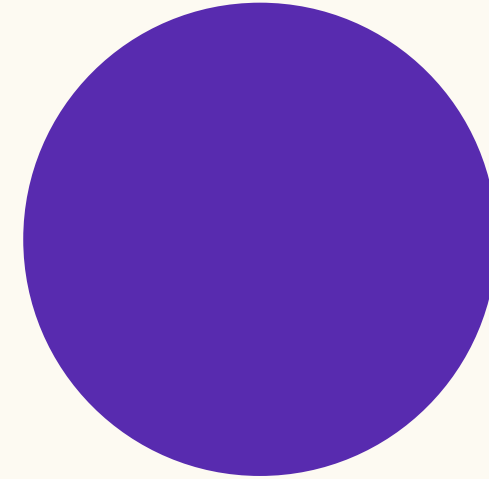


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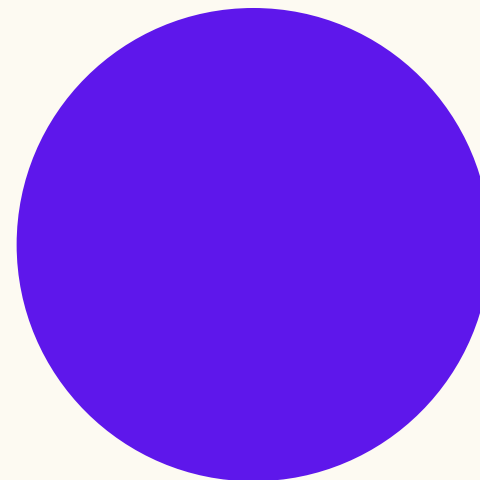
He l l o !



Young Adult Program Librarian
Sarah Gardner



Senior Content Specialist
David Cherry



Communications Manager
Nancy Hu



Blogs are still

relevant and why your library should prioritize them

Why blogging is relevant



Blogs are search anchors for your website

Most users will first discover your library's materials, resources, and services online via search engines. Blogs are uniquely suited to pull potential users into your library's orbit.



Blogs position your library as a go-to resource at the users' points of need.

Google searches are at a basic level expressions of need. Whether one is looking for new cozy mysteries or free tax services. Because they are search engine-friendly and can be chockful of resources, blogs allow your library to step up immediately to meet those needs.

Blogs offer value

When done right, blogs--first and foremost--offer value-whether that be curated sources on a trending news topic or pathways to forgotten or little-known areas of your collections. Unlike traditional marketing, the benefits of blogs flow both ways.

Defining our Terms

Harris County Public Library's point of view

Defining our terms

What blogs are:

- Relevant to library users' needs, desires, and experiences
- Evergreen : renewable, and reusable resources
- Durable : Blogs should increase (or at least not decrease) over time via SEO.
- Portals that offer multiple pathways to discovery
- Voice and opinion -driven: readers want your insights

What blogs are

- ~~Advertisements~~ whose sole purpose is to "sell" what you are offering
- Event announcements
- Exhaustive and exhausting scavenger hunts for the one tidbit of info a user is looking for (think most online recipes, then don't...just don't)

Results of blogging

L a s e r
C u t t e r
A r t i c l



Being a Blogger & Joining the Team

About Time



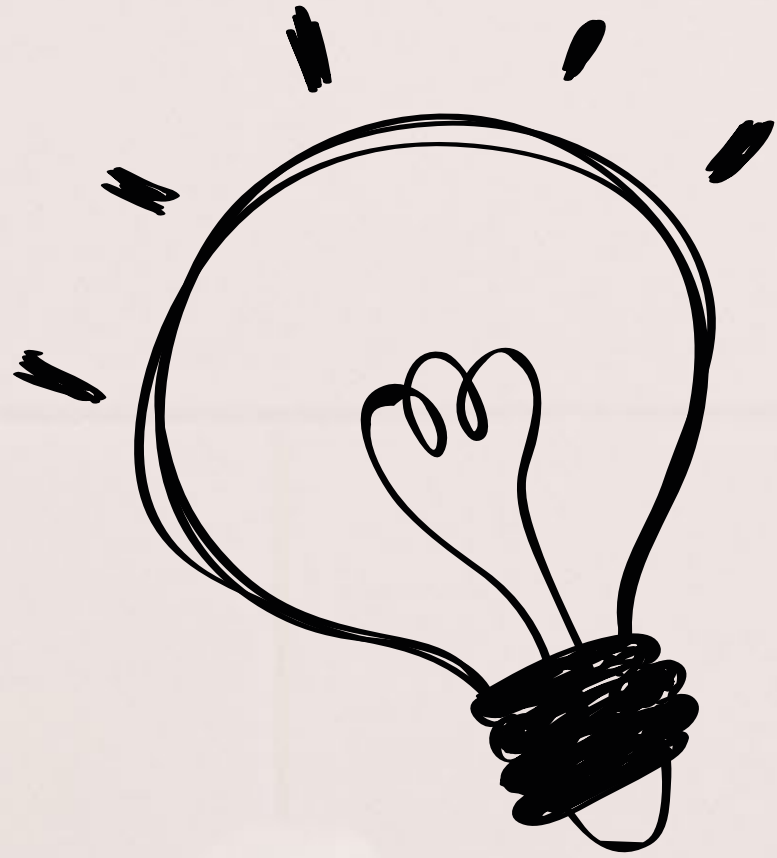
About Time

From the bloggers:

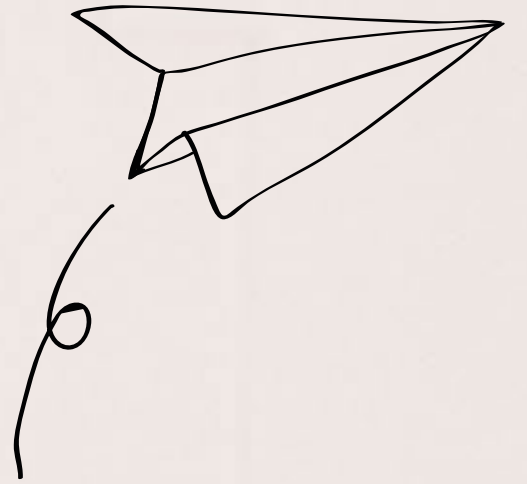
"I'll specifically ask my supervisor to give me a few hours in row to get something done all at once.... I'll choose topics I feel passionately about and/or consider myself an expert in. Those I usually get through in one sitting since it's something near and dear to me."

- Amanda P.

Choosing Topics



Ideas



Choosing Topics

From the bloggers:

"This month my blog post is the pros and cons of various book formats. It's something I can write about easily because it's something I do for my library work. Choosing blog posts like that make it easier for me to balance the two."

- Natalie Llamas



Fighting for Privacy and Against Censorship: Interview with Cameron Samuels

Home › HCPL Blog › Fighting for Privacy and Against Censorship: Interview with Cameron Samuels

By Logan T. | 5/17/22



SCAN ME



Community Involvement

Content Development & Best Practices

Content

Elements of Developmental Content



- **Relevance:** Readers should have a good idea of what is in it for them and how they will benefit from clicking on your blog.
- **Defined audience:** writing and resources tailored to their needs, strengths and limitations.
- **Responsive:** If you are getting questions about something in your library. You need to blog it.
- **Actionable :** put multiple resources at the readers' fingertips in every blog. Even with book recs --link to book clubs, Novelist, book bundles, etc.

Best

For editors/leads

- Create a style guide for consistency across your website
- Use Peer-to-Peer feedback. Create a rubric for positive, productive reviews
- Reuse, repurpose, recycle (with updates). Annually.

For writers Practices

- Write with a specific audience in mind. Adjust reading levels accordingly.
- Build a persona with a unique point of view, opinions and insights.
- Write attention-grabbing, descriptive titles (6-13 words)

Ho o k s

De fin it io

Hooks are strategies for shaping and packaging content that go beyond the informational and that appeal to your readers' wide range of needs and desires.



Hooks

What is..? Blogs

This hook is custom-made for search engine discovery. Your title is phrased as the question being asked.

- Trending topics
- Pop culture
- Cultural awareness
- Library services and resources

Provide a wide array of resources including library programs in a "Learn more" section



Ho o k s

Cheat Sheets

For Issues

- Provide brief summary of key issues
- Why people are talking about it
- a short glossary of terms.
- What the experts are saying.



Other Hooks

- Curate other website's content (best BookToks to follow, best STEM YouTube Channels, etc.)
- Relatable experience How I Overcame my Fear of Crowds,
- Library User Success Stories : Interviews, Guest blogs
- Newsjacking: leverage collections and research tools to offer a variety of viewpoints on an issue



Readers Advisory: Beyond If you liked...

Organize blogs around

- themes
- tropes
- settings
- character types

to recommend books or movies across genres



Hooks

Readers Advisory: Beyond If you liked...

Use types of people as an
organizational scheme.

Offer recommendations based on

- Zodiac signs
- Favorite beverages
- Favorite musical genre or artists
- Favorite football teams

the possibilities are endless.



Ho o k s

Last thoughts

- Take your theme a step further- Not just books set in Texas, but books set in Texas during the 1960s
- Use in-library readers advisory and reference questions to steer content.
- Remember that readers value your opinion, your expertise and your voice. Blogs are not the institutional voice. They are one-on-one interactions. Personality counts.

For more the full
presentation
please scan:



The
End

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