BIBLIOCON2023





He 1 1 o!

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Blogs are still

r e la at the many bur 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

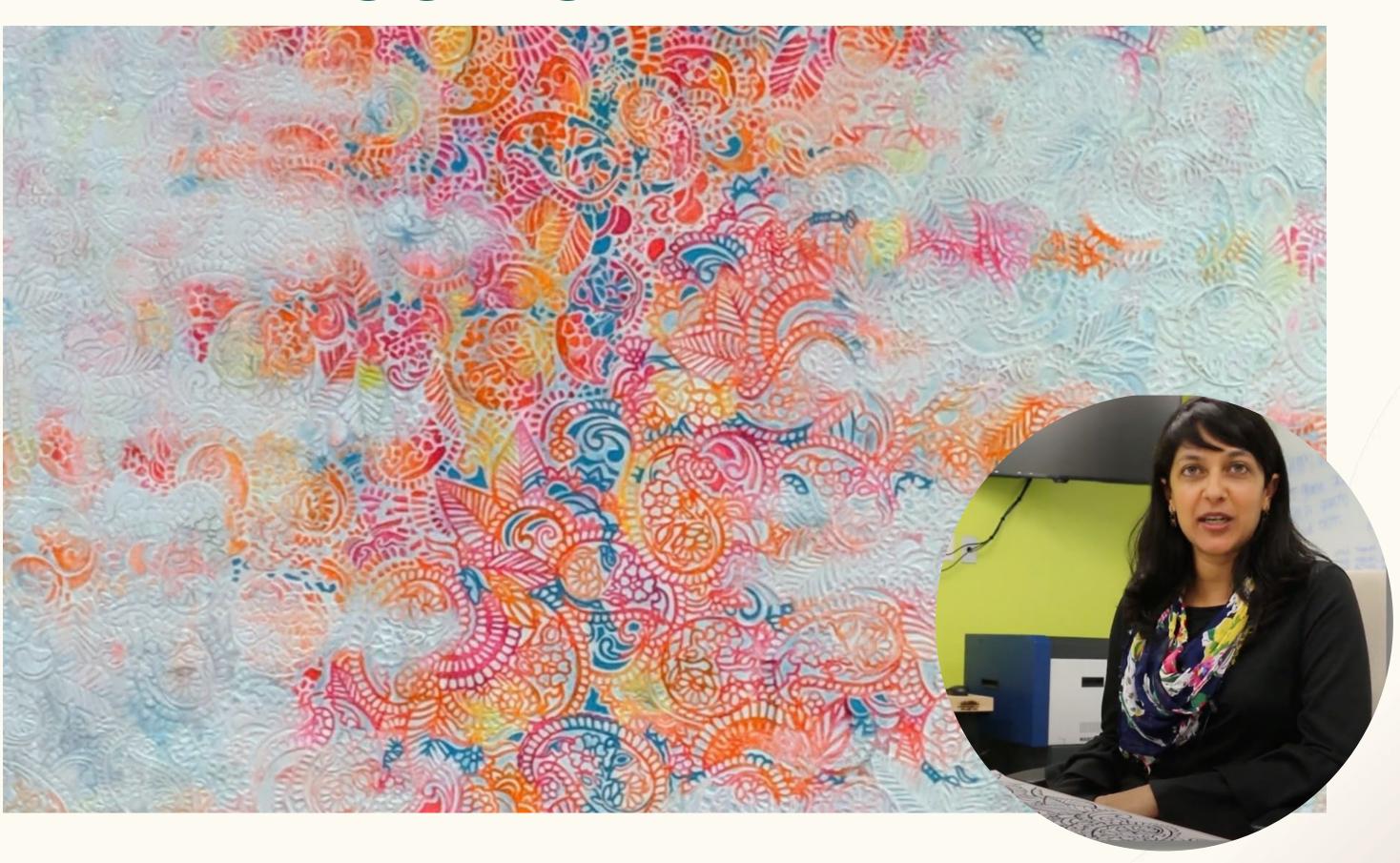
What blogs are

- 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

Laser
Cutter
Articl





Being a Blogger Joining the Team



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

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





Community Involvement

Content Development Best Practices

Content

Elements of Destrected predectations



- 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.

Pr a ct 1 ces

- 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)

Definitio

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

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

What are Ramadan and Eid al-Fitr?

by Silvia R-D April 17, 2023



What is Ramadan?

Ramadan is the Arabic name for the ninth observed by Muslims worldwide through f Fasting is one of the Five Pillars of Islam, t faith, prayer, alms, and pilgrimage.

Ramadan falls on a different date every y This 2023, Ramadan began on the evening on the evening of Friday April 21st.

What is Eid al-Fitr?

Eid al-Fitr takes place at the end of Ran

new moon. Its name translates in English to "the festival of the breaking of the



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



The Final Girl: A Trope Worthy of Binging this Halloween

by HCPL Staff February 9, 2023



One of my absolute favorite horror tropes is the final girl, prevalent in the traditional slasher horror film. So who is sh final girl? The term "final girl" was coined in 1992 by Carol J. Clover in her book "Men, Women, and Chainsaws" which yo order through our InterLibrary Loan service. This particular concept has been around in horror media for decades, ar describes a typically female character whose traits include but are not limited to: "pure" morals, brunette (as opposed promiscuous blond), and often smarter than her peers. Throughout the horror movie or book, she experiences the a worst, watches her friends die, and comes out of everything alive, albeit damaged. This trope speaks to me because girl can be anyone and at some point in our lives, we can relate to the final girl.



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.

Hooks



Choosing Your Next Read Based on Your Zodiac Sign



There is nothing more satisfying than opening up a book to find that you connect with the characters spiritually and mentally. Although not everyone finds much credence in the world of horoscopes, astrology, and zodiacs--it still is an interesting subject to talk and learn about. Although all things should, of course, be taken with a grain of salt, this blog discusses the various books available within the HCPL system that would work best for each zodiac sign mentioned. It can be

Love all things horoscope and astrology? Well start reading below to find out what your next read should be based on your

Aries: Those with the cardinal fire sign Aries are a force to be reckoned with. Often touted as th



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:







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