

Your Blog and Pony Show: Using Blogs and RSS to Tell Your Library Story



Louise Alcorn

Reference Technology Librarian

West Des Moines (Iowa) Public Library

ALA Annual

June 28, 2008

What is a blog?

A user-generated website with:

- ❑ Posts – text, links, images, audio, video
- ❑ Organized chronologically by date (new @ top)
- ❑ Unique URL's for posts (permalinks)
- ❑ Comments – very important aspect of blogs
- ❑ Self-archives by date (automated)
- ❑ Searchable (usually)
- ❑ Conversational style
- ❑ May limit authorship or readership to certain individuals or groups
- ❑ Provides an “RSS feed” that “syndicates” the content for readers – it comes to me!

Some Librarian Blog Examples

- Librarian.net (Jessamyn West)
 - <http://Librarian.net>
- Tame the Web (Michael Stephens)
 - <http://www.tametheweb.com>
- The Shifted Librarian (Jenny Levine)
 - <http://www.theshiftedlibrarian.com>

Birmingham PL

Blog

<http://bplolinenews.blogspot.com/>

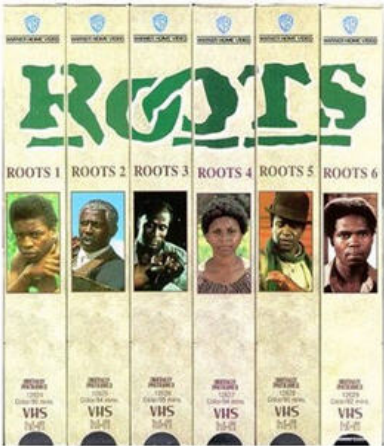
SEARCH THIS BLOG | SEARCH ALL BLOGS | BlogThis! | GET YOUR OWN BLOG

BIRMINGHAM PUBLIC LIBRARY'S LATEST NEWS & INFO

BIRMINGHAM'S PLACE FOR THE LATEST LIBRARY NEWS, INFORMATION AND UPDATES

SUNDAY, JANUARY 28, 2007

30th anniversary of mini-series "Roots"





The 30th anniversary of ABC's television mini-series *Roots* takes place this week. Originally airing January 23-30, 1977, it is based on Alex Haley's best-selling novel about his African ancestors and their enslavement in America.

If you haven't had an opportunity to read or see *Roots*, this may be a great time to check it out.

If you want to discover your own roots BPL can show you how to [research your own family history](#). For help beginning family research on your own, take a look at BPL's [genealogy guidelines](#) and suggestions.

Additional links:
[African American History and Culture](#) (requires a library card)
[IMDb's overview of Roots](#)
[Museum of Broadcast Communications](#)

POSTED BY BPL STAFF AT 12:23 PM | 0 COMMENTS | [LINKS TO THIS POST](#)




Feeling Clever?

LINKS

- Home
- [BPL Homepage](#)
- [BPL Locations](#)
- [Catalog](#)
- [Calendar of Events](#)
- [New Books](#)
- [New DVDs](#)
- [New Downloadable Audiobooks](#)
- [Digital Collections Blog](#)
- [Alabama Bound](#)
- [News Releases](#)
- Contact Us
 - Contact Information (press inquiries only)
 - Birmingham Public Library
 - Public Relations
 - 2100 Park PL
 - Birmingham, AL 35203
 - phone: (205) 226-3606
 - fax: (205) 226-3605

Library Photos



www.flickr.com

what is this?

Why Have a Library Blog?

- ❑ Helps tell your “library story” – humanizes and personalizes your library
- ❑ An efficient means to empower staff to communicate with the public (and each other – think about a staff blog!)
 - If they can type, they can blog.
- ❑ Adds freshness to your website
 - Link to separate blog site (Birmingham), or
 - Embed blog in your website (aadi.org)

Why Have a Library Blog? (cont.)

- ❑ Creates a library “community” online in a way no static website can.
- ❑ Increases information literacy by keeping your patrons (and staff) current on library events, resources and more
- ❑ Communicate with your patrons their way – aka “60 million blogs can’t be (all) wrong!”

Blog Statistics – From Jenny Levine’s Presentation on “Blogs, RSS and Wikis in Way Too Short a Time” (2006)

- Technorati now tracks more than 37.3 million blogs
- The blogosphere is doubling in size every 6 months
- It is now more than 60 times bigger than it was 3 years ago
- On average, a new blog is created every second of every day
- 19.4 million bloggers (55%) are still posting 3 months after their blogs are created
- Technorati.com tracks about 1.2 million new blog posts each day, about 50,000 per hour
- English is no longer the primary language of the blogosphere (31%)

Hennepin County (MN) BookSpace

The screenshot shows the BookSpace website with a top navigation bar containing: CATALOG, INTERNET, BIRTH TO SIX, KIDS, 55+, WORLDLINKS, JOB & CAREERLINKS, CONTACT US. Below this is a secondary menu with: REFERENCE & RESEARCH, BOOKSPACE, SUPPORT YOUR LIBRARY, LIBRARY INFORMATION, EVENTS & CLASSES, and MY ACCOUNT. The main content area is divided into several sections:

- my bookspace** (purple sidebar): login, my comments, my book lists, my author alerts, my profile.
- find a good book** (purple box): search for books (fiction, mysteries/thrillers/suspense, romance, science fiction/fantasy/horror, nonfiction, graphic novels).
- new titles** (purple box)
- book clubs** (purple box)
- listen to books** (purple box)
- research books & authors** (purple box)
- blog** (purple box): "Dribbling by Gender" by David L. (Mar 31), with an RSS feed icon and "read more... (0 comments)". Below is a "BookSpace eNews" sign-up form with a "sign up!" button and an "about bookspace" link.
- featured list** (purple box): "Historical Fiction" featuring book covers for Robert B. Parker, The Gates of the Alamo, Thomas Fleming, and James Lee Burke. Includes a "more titles from this list..." link.
- readers' lists** (purple box): "Thinking about Food" by Sharon M., featuring book covers for Plenty, Chew On This, Food Porn Nation, and Annual Vegetable Miracle.
- what we're reading** (orange box): "Dishwasher: One Man's Quest to Wash Dishes in All Fifty States" by Pete Jordan. Includes a "more titles from staff..." link.
- book event** (orange box): "Author! Author! Ann Zemke Champlin Library Saturday, April 5, 10:30 a.m." featuring a photo of an open book and text about a quilt and book signing.

<http://www.hclib.org/pub/bookspace/>

She Said/He Said – Kankakee (IL) PL



KANKAKEE PUBLIC LIBRARY

201 East Merchant Street
Kankakee Illinois 60901

SHE SAID/HE SAID

Cindy Fuerst, Director of the Kankakee Public Library and Steve Bertrand, Assistant Director of the Kankakee Public Library discuss and debate the issues facing today's public libraries.



TUESDAY, MARCH 18, 2008

Standing on the edge...

Our library is about to take a (another) leap of faith into the world of online social networking. I've had a plan for months to create a wiki for our city to act as a sort of encyclopedia of Kankakee. Often, our reference and genealogy staff uncover some fascinating tidbit of information, only to have it sent off to the questioner, never to be seen again. I thought this an incredible waste of our talents: hence KanWiki. The question is how wiki should our wiki be. The coward's way would be to try to lock down and control every article, lest some online vandal write something unflattering in an alderman's article. I explained the concept at our recent supervisor's meeting and was met with some skepticism. "What if someone tears up the Mayor's article," they asked. I replied that anyone can go in and fix it. Our experience of graffiti of the paint variety is that if you remove it fast, the vandals are not interested in hitting you again. The supervisors seemed unconvinced, but willing to try. I suppose that is the most I can ask. Now we either leap the chasm...or plummet.

ABOUT ME
LIONS-ONLINE
[VIEW MY COMPLETE PROFILE](#)

OTHER KPL BLOGS
[She Said / He Said Blog](#)
[Library Musings Blog](#)

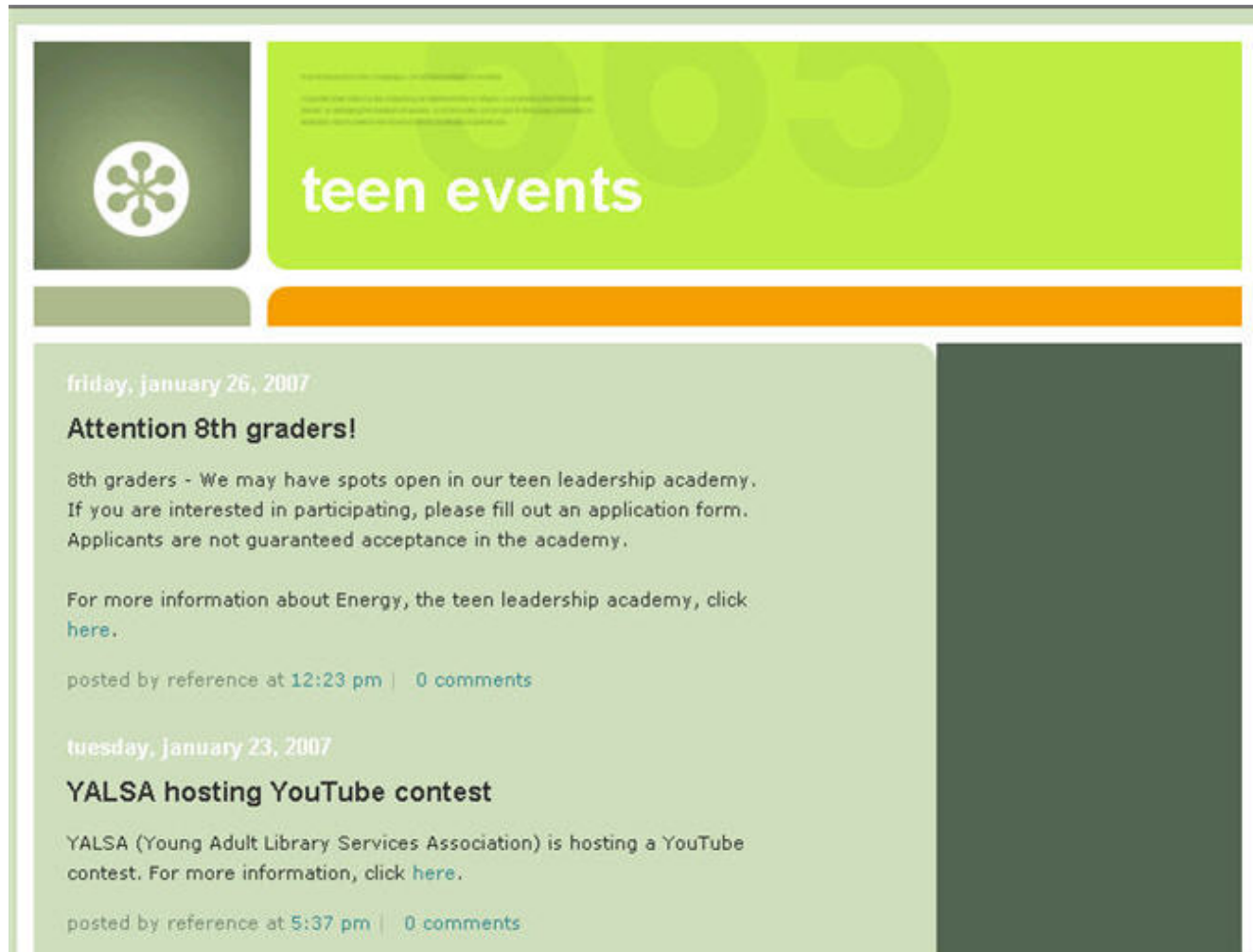
PREVIOUS POSTS
[Standing on the edge...](#)
[4-Real](#)
[My Brother's Keeper](#)
[A Rose With Any Other Nomenclature](#)

<http://lions-online-shesaidhesaid.blogspot.com/>

Homer Township (IL) Library

Teen Events Blog

<http://www.homerlibrary.org/teenevents.asp>



The screenshot shows a web page with a header section. On the left is a dark green square containing a white circular logo with a stylized flower or starburst design. To the right of the logo is a light green banner with the text "teen events" in white. Below the banner is a horizontal bar with a green segment on the left and an orange segment on the right. The main content area is light green and contains two blog posts. The first post is dated "friday, january 26, 2007" and has the title "Attention 8th graders!". The text of the post discusses a teen leadership academy and includes a link "here". Below the post is the text "posted by reference at 12:23 pm | 0 comments". The second post is dated "tuesday, january 23, 2007" and has the title "YALSA hosting YouTube contest". The text of the post discusses a YouTube contest hosted by YALSA and includes a link "here". Below the post is the text "posted by reference at 5:37 pm | 0 comments".

teen events

friday, january 26, 2007

Attention 8th graders!

8th graders - We may have spots open in our teen leadership academy. If you are interested in participating, please fill out an application form. Applicants are not guaranteed acceptance in the academy.

For more information about Energy, the teen leadership academy, click [here](#).

posted by reference at 12:23 pm | 0 comments

tuesday, january 23, 2007

YALSA hosting YouTube contest

YALSA (Young Adult Library Services Association) is hosting a YouTube contest. For more information, click [here](#).

posted by reference at 5:37 pm | 0 comments

Creating a Blog

Popular Software & Services

- MovableType (Perl/MySQL)
 - <http://www.movabletype.org/>
- WordPress (PHP/MySQL)
 - <http://wordpress.org/>
- Typepad (blog software for a fee)
 - <http://www.typepad.com>
- **Blogger (free Web service) ****
 - <http://www.blogger.com/>

Blogger.com

Language: English



Blogger™

Sign in to use Blogger with your Google Account

Username (Email): Password: (?)

Remember me (?)

SIGN IN

BLOGS UPDATED AT 2:01 PM
[gucci purses korea](#)

BLOGS OF NOTE [more »](#)
◀▶ [Inspiration:Life](#)

What's a blog?

TAKE A QUICK TOUR



Publish
thoughts



Get
feedback



Post
photos



Go
mobile

Create a blog in 3 easy steps:

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for FREE.

CREATE YOUR BLOG NOW →

[Home](#) | [About](#) | [Buzz](#) | [Help](#) | [Discuss](#) | [Language](#) | [Developers](#) | [Gear](#)
[Terms of Service](#) | [Privacy](#) | [Content Policy](#) | Copyright © 1999 - 2008 Google

Start a Blog – As Easy As:

- 1) Create a Blogger Account
- 2) Name Your Blog
- 3) Choose a Template for your blog
- 4) Start Posting!

Blogs: Notions to Consider

- ❑ Who is going to update it? You **MUST** have buy-in.
- ❑ What are you going to say?
- ❑ To whom are you speaking? Patrons, community leaders, teens, homebound? All of the above? (yes!)
- ❑ How will you tell your community about your blog? (Marketing)
- ❑ How will this serve the Library's Mission?

RSS – Telling Your Story



RSS



RSS:

- is rather hard to describe in text, easier to show
- stands for:

Rich Site Summary

RDF Site Summary




Really Simple Syndication

-a form of XML (web markup language) used for syndicating news items on the Internet. It's for machines to read, not for people.

-what allows **RSS aggregators** to read your blogs for you and then serve them up to you.


-created by your blogging software! No language to learn.

What Does RSS Look Like?

Address  http://www.lisjobs.com/jobs/index.asp  

Combined Job Postings

Library Job Postings on the Internet



These job listings are provided by [Library Job Postings on the Internet](#) and [LISjobs.com](#), and are jointly maintained by Sarah Johnson and Rachel Singer Gordon.

Jobs are listed in reverse chronological order as received. Dates are in U.S. (mm/dd/yyyy) format. Please be sure to apply directly to employers as stated in individual ads, not to Library Job Postings on the Internet or LISjobs.com. To list your open position here, use the [online submission form](#).

[RSS feed available!](#) View new job listings directly in your aggregator. **XML**

Address  <http://www.lisjobs.com/rss.asp> 



```
<?xml version="1.0" encoding="iso-8859-1" ?>
- <rss version="2.0">
- <channel>
  <title>Combined Library Job Postings - Lisjobs.com and Library Job Postings on the Internet</title>
  <link>http://www.lisjobs.com/jobs/</link>
  <description>http://www.lisjobs.com/jobs/</description>
  <language>en-us</language>
- <item>
  <title>1/29/2007-Director, Ella Johnson Memorial Public Library District, Hampshire, Illinois</title>
  <link>http://www.lisjobs.com/jobs/item.asp?ID=32955</link>
  <description>Director</description>
  <pubDate>Mon, 29 Jan 2007 06:01:00 +0000</pubDate>
  </item>
- <item>
```


Benefits of RSS


- ❑ Can be corralled into an **Aggregator** for easier viewing and fewer clicks.
- ❑ Information is served to the 'customer' in a single location. They rarely need to go to the original website unless the author sends them there, or to view special content.
- ❑ Information is received in a timely manner – basically when it's posted.

Types of Aggregators

- Client
 - FeedReader
- Server-based
 - Feed on Feeds
- Add-on
 - Puck for Internet Explorer 6
- Built-in
 - Internet Explorer 7 & Firefox 2.x+
- **Web-based service****
 - **Bloglines.com**

Reading RSS Feeds with Bloglines.com



Welcome [lalcom@gmail.com](#)  | [Account](#) | [Help](#) | [Log Out](#)

Search for Posts

[Forums](#) [Search](#) [More Options](#)

1,306 subscribers | [related feeds](#) | [mark all new](#) | [unsubscribe](#) | [edit subscription](#)

LISNews.org

Librarian and Information Science News

10 Items | [Sort Oldest First](#) | Updated: Sun, Oct 7 2007 10:15 AM

[An Inside Look At The OCLC Datacenter](#)

By Blake on lessons-from-Google

Over at Hangingtogether, Roy has posted In the Hall of the Mountain King, an inside tour of the OCLC computing and monitoring facilities. It includes a ten Petabyte tape backup, 180 Terabytes of disks, the WorldCat servers, and the infrastructure supporting Open WorldCat. "Taking a lesson from Google, this set of processors running in parallel is capable of providing millisecond response times by dividing up the index across multiple nodes and merging the results. Using commodity hardware from Dell and open source system software (SUSE Linux), OCLC is working at reducing infrastructure costs while maximizing performance."

[Read more of this story](#) at LISNews.org.

Posted on: Fri, Oct 5 2007 2:19 PM | Updated: Sun, Oct 7 2007 10:15 AM | [Email This](#) | [Clip/Blog This](#) | Keep New:

[Harvard Bibliophiles Censure Censorship](#)

By Blake on salacious-books

Here's A Great Quote from The Harvard Crimson from way back in 1924: "There are filthy books, salacious books, books corrupting in influence, which it is no part of the library's duty to distribute to readers," said the librarian, William C. Lane. What are those books you ask? No idea, they don't say. Anyone have a copy of The Crimson from 1924?

[Read more of this story](#) at LISNews.org.

Posted on: Fri, Oct 5 2007 1:19 PM | [Email This](#) | [Clip/Blog This](#) | Keep New:





[Missing CA Librarian Found in Oregon Hospital](#)

By birdie on happy-ending












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6 feeds [Mark All Read](#)

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-  [Bloglines | News](#)
-  [Boing Boing](#)
- [LISNews.org](#)
- [The Shifted Librarian](#)
-  [Slashdot](#)

Additional Features

-  [Image Wall](#)
-  [Recommendations](#) | [Tips](#)
-  [Create Email Subscriptions](#)
-  [Open Notifier](#) | [Download Notifier](#)
-  [Get a Subscribe To Bloglines Button](#)
-  [Easy Subscribe Bookmarklet](#)
-  [Tell A Friend](#)
-  [Import Subscriptions](#)
-  [Export Subscriptions](#)
-  [Directory](#)
-  [Share](#)

Using Bloglines.com – As Easy As:

- 1) Create a Bloglines Account
- 2) Verify Account via email
- 3) Find RSS Feeds to Read
- 4) Subscribe to Feeds
- 5) Check Bloglines.com every day
(hour?) for new posts

So What Can You Do With RSS?

- ❑ Keep **yourself** current on library topics, news, hobby blogs, etc. via an Aggregator.
- ❑ Create an RSS Feed of your library blog – **speak directly to your patrons.**
 - Blog software does this for you automatically.
- ❑ **“Republish” other entities’ feeds on your library website** – help keep your website content fresh with no effort!
 - Easy online services (free) = Grazr and J2S
They do the work for you

Republishing Example

HOME | MY CLA | SHOP CLA | JOIN CLA | DONATE | CONTACT

SITEMAP GO

print email

CLA Canadian Library Association
Association canadienne des bibliothèques

Quick Links

ABOUT CLA | CLA AT WORK | MEMBERSHIP | LIBRARY CAREERS | EVENTS | RESOURCES | CORPORATE OPPORTUNITIES



The **Canadian Library Association/ Association canadienne des bibliothèques** is an award-winning not-for-profit organization, serving as the national voice of the Canadian library and information community and delivering a range of value-added services to professional librarians, library technicians, and the organizations that employ them.

Help send a Delegate to IFLA » **BibliOmondialis**

CANADIAN PARTNERS FOR LIBRARIES BRIDGE-BUILDING PARTENAIRES CANADIENS POUR DES ÉCHANGES EN MILIEU DOCUMENTAIRE

*** NEWS FROM AROUND THE WORLD**

The Association of College and Research Libraries has selected Susan Sharpless Smith as the recipient of its 2008 Instruction Section Innovation...
(March 31, 2008) - Chronicle of Higher Education

[support groups](#)
Learn Monday Ontario Southern Tier AIDS Program information on AIDS education, support services; free, anonymous HIV testing, (800) 333-0892 or 432-6654. Also, Catskill Rural AIDS Services Hot Line: 436-9554 or (800) 976...
(March 31, 2008) - New York Daily Star

*** NEWS FROM CLA**

CLA members:
MyCLA is a portal through which you can buy useful and fun products; purchase, renew or enhance your membership; and build a better and stronger Canadian library and information science community through collaboration.

How do I become a member?

The Canadian Library Association has five Divisions as well as 24 Interest Groups and other units representing the whole scope of librarianship

[learn more »](#)

CLA 2008 Conference & Trade Show

CANADA POSTES POST CANADA

Library Book Shipping Tool
Registration Information

Outil d'expédition de livres de bibliothèque
Renseignements sur l'inscription

Registered Users » Ship Now!

So. Blogs.

- ❑ Blogs are a great communication tool.
- ❑ Blogs are addictive! Use an aggregator to save yourself time.
- ❑ You (and your library) can blog. Easily. Give it a try!
- ❑ RSS is how blogs are able to come to you, instead of you going to them.
- ❑ You can embed RSS feeds in your website to keep it fresh and current, with little effort!

Thanks!

Louise Alcorn
louise.alcorn@wdm-ia.com
West Des Moines Public Library
West Des Moines, Iowa