



Highlands Regional Library Cooperative

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HRLC Technology Committee Open House

Parsippany-Troy Hills Public Library
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Bothered by Blogs?

Just what are these things called blogs...

- A weblog, better known simply as a blog, is a regularly updated website of news, links, opinions and information.
- The content is displayed chronologically, with the newest posts appearing at the top of the page.
- Blogs can be interactive, allowing readers to comment on the posts, or not. They can be the work of a single person or a group.
- There are few rules as to what should be posted on a blog, although brevity is highly valued and blogs are generally informal.

So why blog?

Libraries use blogs in a variety of ways. Some of which include:

- Publicizing library events such as programs, concerts and storytimes.
- Listing, and perhaps discussing with comments, the latest books, movies, CD's etc. in the library.
- Maintaining an updated list of library facts such as hours, phone number and services.
- Giving each department its own unique voice online.

Why not to blog?

Why your library may not want to blog

- Time is the biggest obstacle to blogging. While blogging software is easy to use, researching and writing content can eat up the hours.
- If a blog is not updated regularly, readers lose interest. It is important to be sure that there is enough material to sustain the blog in the long run. (Although a blog could run for a limited time such as the length of the summer reading program.)



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Creating a Blog

How to create a blog of your very own

To set up a hosted weblog, select a service provider, sign-up and start blogging! There are several different services available. Some of the most common free services are:

- Blogger (www.blogger.com)
- LiveJournal (www.livejournal.com)
- Wordpress (www.wordpress.com)

Create an account, pick a name and start typing! Writing a blog post is much like typing an email. You can also choose how you want your blog to look, set up an RSS feed, and select whether or not you want readers to be able to post comments on your posts.

Welcome to the Blogosphere

A few examples of library blogs

Below is a list of a few libraries with blogs. For more sites check the *Blogging Libraries Wiki* at <http://www.blogwithoutalibrary.net/>.

- *Wrapped Up in Reading* from the Danbury Library
 - <http://www.danburylibrary.org/blogs/wrappedupinreading/index.html>
- *Camden County Library Teen Zone*
 - <http://libraryteens.blogspot.com/>
- Darien Library Blogs
 - <http://www.darienlibrary.org/blogs.php>

Further Reading

- *Blog on: The Essential Guide to Building Dynamic Weblogs* by Todd Stauffer
- "Preparing for the Birth of Our Blog" in *Computers in Libraries* February 2006
- *Why and How to Use Blogs to Promote Your Library's Services*
<http://www.infotoday.com/mls/nov03/fichter.shtml>