Maintaining Your Site

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Consistency

• Set a schedule.
• Stay on topic.
• Draft backup posts.
• Stay abreast of current events in your subject area.
• Develop a style guide.
• Maintain a consistent voice.

"Success is the sum of small efforts. Repeated day in and day out."
~ Robert Collier
Editorial Schedule

The editorial schedule sets readers’ expectations for when you’ll post, so plan it **realistically**.

- Use a planner.
- Crunch the numbers.
- Schedule week-by-week.
- The *in-case* draft post.
“Your blog is not you. It is not your personality. ...
Your blog, regardless of how you’ve branded it, is separate from you. It can, by no means, represent all the complicated nuances of your persona. Even if your blog is about you, it’s not you. It can’t be.”

-Jeff Goins, author, blogger

- Voice = style + tone + content
- Don’t fear the reader.
- Be yourself.
Content Strategy

Style Guide 101

A style guide is a **concise** document to use as a **reference** for **grammar**, **formatting**, **images**, and **tone**.
Style Guide

• Grammar, punctuation, and capitalization
• Style and tone
• Formatting
• Images
• Other
Reaching Your Audience

- Using social media
- Linking
- Networking
Further Resources

This series will be offered January – March quarter.

The next Tech Office Hours will be hosted November 10\textsuperscript{th}; register with Erik at esandall@milibrary.org (if you’d like to work with me, just let him know).

Class materials and a bibliography of further reading can be found at https://www.milibrary.org/research/guides.

In call number areas 006.7 and 659.2, browse books on blogging.