

Maintaining Your Site



Heather Terrell, Public Services Librarian

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

MY WEEKLY BLOG PLANNER

MAINTENANCE



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.

IDEAS FOR FUTURE POSTS

PLANNING AHEAD



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Finding Your Voice

“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.**

Same story, different styles

George Washington & the cherry tree

The most famous story about Washington's childhood is that he chopped down his father's favorite cherry tree —admitting the deed when questioned: "I can't tell a lie, Pa." The anecdote was first reported by biographer [Parson Weems](#). The Weems text was very widely reprinted throughout the 19th century in books, pamphlets and school readers. Adults wanted children to learn moral lessons from U.S. history, especially from the lives of great national heroes like Washington. After 1890 however, historians insisted on scientific research methods to validate every statement, and there was no documentation for this anecdote apart from Weems' report that he learned it in an [interview](#) with an old person.

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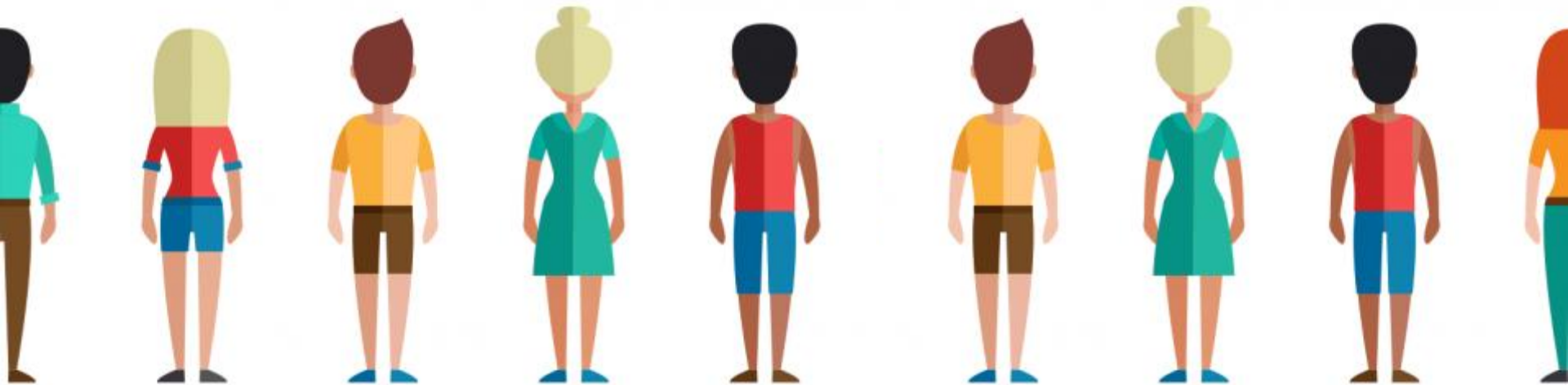
"I can't tell a lie, Pa."

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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 10th; 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.

