

TechTracks: Blogging



Felicia Vereen
South Carolina State Library
803-734-8645
fvereen@statelibrary.sc.gov
IM: fdvereen



What is a Blog?

- Weblog

- From Wikipedia:

- A **blog** is a website where entries are made in journal style and displayed in a reverse chronological order.
- Blogs often provide commentary or news on a particular subject, such as food, politics, or local news; some function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. Most blogs are primarily textual although some focus on photographs, videos, or audio (podcasting), and are part of a wider network of social media.



Reading and Subscribing to Blogs

- Aggregators

- Integrated into some email clients, browsers (IE7, Firefox), operating systems
- Bloglines

Let's set up a Bloglines account!

<http://www.bloglines.com>



Notable Library Blogs

- Tame the Web—Michael Stephens
- The Shifted Librarian—Jenny Levine
- Stephen's Lighthouse—Stephen Abram
- Library Crunch—Michael Casey
- PLCMC Tech Talk—Helene Blowers
- LibraryTrax [shameless PR]—Library Development
- Spartanburg Libraries—Todd Stephens



Why Blog?

- Disseminate information
- Public Relations/Marketing
- Compliment your website
- Michael Stephens says: "...it creates a sense of humanity for the library." *Library Technology Reports*, 7/08/06



Creating a Blog

What's the scariest thing about creating a blog?

Choosing a name!!



Creating a Blog

- Blogger, Wordpress, Typepad (not free), Yahoo!, AOL Journals

Let's Create a Blogger Account

<http://www.blogger.com>



Content

- Personal vs. library
- Posting
- Comments



Security

- Is privacy a thing of the past?
- Sharing personal information
- Assisting patrons who want to blog



Promoting your Blog

- Add link to your website
- “Claim” your blog in Technorati
- Add link to the Blogging Libraries wiki:
http://www.blogwithoutalibrary.net/links/index.php?title=Welcome_to_the_Blogging_Libraries_Wiki&oldid=2003 or google “blogging libraries wiki”



Resources

- <http://del.icio.us/techtracks>
- <http://librarytrax.wordpress.com>