

Blog Writing Workshop for Librarians

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Congratulations on your new job!

- The good news: You're a librarian!

Congratulations on your new job!

- The bad news: They want you to be a blogger!

DON'T
PANIC*

*Source: Cover of [The Hitchhiker's Guide to the Galaxy](#)

Why are we here?

Using what you already know...

...You'll create a bottomless source of blog post ideas.

...You'll write a blog post in 10 minutes.

Handout: 5-Minute Drill

- Read a question -- what comes to mind?
- Write down every answer you think of.
- Think of a question not on the list?
- Write that down.

5-minute drill #1: The people you serve

1. What do they like?
2. Where do they live?
3. What is their family life and composition?
4. How and where educated?
5. How do they work?
6. How do they spend their money?
7. How do they spend their time in the library?
8. How do they spend their time outside the library?
9. Who is your favorite patron (for how they use the library, not by name)?
10. Are they “digital” or “analog” or both?
11. What do they want from the library?
12. What do they want from you?
13. What do you like about them?
14. What do you not like about them?
15. What do you wish you could do for them that you aren't or can't today?
16. What are they reading, watching, listening to?
17. What should they read, watch, listen to?
18. What do they ask you at the desk, on the phone and online?
19. What do you want to ask them?

5-minute drill #2: What about you?

1. Why did you become a librarian?
2. How do you spend your work day?
3. What do you do for your patrons?
4. What makes a “good day on the job?”
5. What do you like about this library?
6. What is happening at other libraries that caught your attention?
7. What is happening to libraries in general and what do you think about it?
8. Ebooks are coming. What will that mean for your patrons, your job and your department?
9. What are your favorite books?
10. Who are your favorite authors?
11. What are your favorite songs?
12. Who are your favorite musicians?
13. What are your favorite movies?
14. Who are your favorite actors, directors, screenwriters?
15. What are your favorite TV shows?
16. What is your favorite thing to do online?
17. What is your favorite food?
18. What is your favorite hobby?
19. What is your favorite place in your town? In the nearest big city? In your state?
20. What do you know that your patrons don't (because you're a librarian)?

3+1 Framework

1 subject + 3 sentences = 1 post

- What's the subject?
- What are three things you can say about it?
For instance:
 - Beginning, middle and end of a story.
 - Facts 1, 2 and 3 that support your first sentence.
 - The way it was, the way it is and the way it should be or will be.
 - What he thinks, what she thinks and what I think.

Using the 5-Minute Drill and 3+1 Framework

It's time to write:

1. Pick an answer from your 5-Minute Drill to be the subject of your post.
 2. Relate the answer to something about the library – its collection, services or programs.
 3. Write one sentence about the subject.
 4. Write three supporting sentences.
 5. If needed, fill in the gaps and add transition
 6. Remember to link to something on the library's website.
 7. Post it!
- Every day, take 5 minutes to add answers and questions to your 5-Minute Drill list.

What's a possible subject?

1. _____
2. _____
3. _____

What are three things we can say about it?

1. _____
2. _____
3. _____

“Our Blog Post”

- Subject:
 - First subtopic:
 - Second subtopic:
 - Third subtopic:
- Conclusion (optional):

Last word

- Write often.
- Read even more often.
 - Read blogs in order to write blog posts.
 - Comment on other blogs.
- Ask your readers and other bloggers to contribute to your blog.

MORE ABOUT BLOGGING

Basics of blog posts

- Top 10 lists
- How to...
- 5 steps to succeeding at whatever
- What to read or get from the library when you're...
(pregnant, starting college, looking for a job, about to be married, sending your child to first grade, deciding where to go on vacation, fighting a cold, trying to lose weight, looking for a spy novel...)
- Think “Dear friend,” even if you don't write it.
- Short words, short sentences, short paragraphs and very few exclamation points.
- $1 + 3 = 1$

Answer the 5 W's and the H

- Who
- What
- When
- Where
- Why
- How



Becoming part of a blogging community

- Put yourself into your posts
- Put up your pic and an “about me” page
- Comment on people’s blogs
- Comments on people’s posts on your blog (trackbacks)
- Always engage with commenters on your blog

Source: Online social networking for libraries, by Meredith Farkas



Popular blogging subjects

- Lifestyle, fame, celebrity, wealth
- Achievement and adventure
- Viewpoints
- The latest thing
- Obsessions
- Sports
- World news
- Collectables
- The arts (and crafts)
- Fitness and health
- Advice for consumers

Source: Planning Successful Blogs, by Chris Garrett, www.chrisg.com

Instant content ideas

- Your biggest tip
- A vision
- Guides, how-to and tutorials
- FAQs
- Research and results
- Jargon buster
- Recommended websites, blogs, databases, etc.
- Case studies
- Resource round-up (e.g., the best sources of information about vampires, vampire books and vampire movies)

Source: Planning Successful Blogs, by Chris Garrett, www.chrisg.com

Help and answers

- Michael Henry Starks:
 - michael.starks0@gmail.com
 - <http://www.linkedin.com/in/starkscommunications>.
- GCFLearnFree.org:
<http://blog.gcflearnfree.org/2009/09/07/blogging-basics/>
- How to find targeted content in your niche:
<http://www.buildabetterblog.com/2010/12/how-to-find-targeted-content-in-your-niche-cool-tool-alert.html>
- Technorati's Top 100 Blogs: <http://technorati.com/blogs/top100/>
- Hussey-Mayfield's blog site:
<http://hmmplyouthservices.blogspot.com/>.
- Lifestacker: <http://lifestacker.com>
- Wikipedia: <http://en.wikipedia.org/wiki/Blogging>

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Books from our favorite library

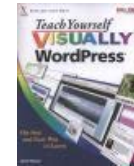
- Create Your Own Blog



Click a book cover to open its entry in the Evergreen catalog.

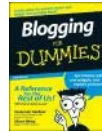
- <http://evergreen.lib.in.us/opac/en-US/skin/craftsman/xml/rdetail.xml?r=14973153&ol=4&t=blogging&tp=keyword&l=4&d=2&hc=119&rt=keyword&s=pubdate&sd=desc>

- Teach Yourself Visually WordPress



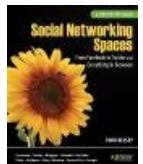
- <http://evergreen.lib.in.us/opac/en-US/skin/craftsman/xml/rdetail.xml?r=17802822&ol=4&t=blogging&l=4&d=2&hc=89&rt=keyword>

- Blogging for Dummies



- <http://evergreen.lib.in.us/opac/en-US/skin/craftsman/xml/rdetail.xml?r=8128230&ol=4&t=blogging&l=4&d=2&hc=89&rt=keyword>

- Social Networking Spaces : From Facebook to Twitter and everything in between



- <http://evergreen.lib.in.us/opac/en-US/skin/craftsman/xml/rdetail.xml?r=15890979&ol=4&t=blogging&tp=keyword&l=4&d=2&o=10&hc=119&rt=keyword&s=pubdate&sd=desc>

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