

Results from Group Brainstorm on Best Practices for blogging
July 21, 2006

1. "Drop everything and read." (High School program) Comments can be open, but moderated ("edited for publishing") Let the students do RA work for us.
2. Create an Internal staff blog to build skills. Have staff subscribe to one library blog and report on it on internet blog.
3. Have an open session about blogging for staff; solicit volunteers to blog.
4. How to get staff to blog: draw on their info, their passions, whether or not it is directly related to library. (encourage staff members to blog about what interests them.)
5. Do an internal blog - start with training
6. How would an internal staff blog could operate differently from e-mail? Blog could be more visible/accessible. Make blog primary source of info for staff
7. Start with hosted blog - fewer technology problems and hurdles (blogger/etc.); Free and open
8. School - create blog to match to school project - post relevant resources - students could comment
9. Create a number of different blogs: Hot summer reads; Books we hate; Friends of library; Guilty pleasures
10. When posting, apply WWAC rule (Why would anyone care?)
11. What to blog (finding content):
 - a. Get community involvement
 - b. Local history: Partner with historical society
 - c. Think who else you can partner with.
12. Use customer comments to appeal to funders - board, etc.
13. Blog on DVDs: Post about new dvds, old dvds.
14. Staff blog - how to get staff to use it:
15. Make default homepage the internal blog page - link to weather, Google search window

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16. Blog idea: "Camden County has talent" - find out about local artists, writers, collectors - generate free program leads.
17. Blog idea: "Library horror stories" - chance to react respond to public thoughts/misconceptions about library service (suggestion - strongly moderate)

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