

TU Delft Library Blogging Policy

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Why Blogging?

TU Delft Library encourages its staff to blog about their work.

Being open and accessible is at the core of what the Library stands for. Blogging is all about being open about what you are working on and thinking about. By writing openly about your work processes it creates transparency about what the Library is working on.

It requires people to self-reflect and to really think about how readers will perceive their message and ideas. This is in line with our new user-focused way of working.

Blogging makes it easier for staff to talk about their work, share information on progress and successes (or even failures). Most importantly, it creates a connection with others (whether in the library, Delft or outside the university) that are interested in the same topic.

It can help you raise awareness of new and existing services, highlight successes and things we're learning, and sometimes help start conversations with users.

Blogs can be used for:

- describing or reporting on work you are doing or thinking about
- sharing ideas and what you are learning
- inviting feedback and on new projects and services
- reporting on conferences and workshops you participated in
- Reflecting on broader trends related to your work

TU Delft blogs should not be used for:

- Personal reflections that are unrelated to work

Blogs bring numerous other advantages

- Blogs are easily indexable by search engines and therefore easily findable; a small but well-designed set of categories can help with findability
- By being open, blogs remove annoyances over access and passwords
- Blogs are easily archivable, and are author and date stamped.
- In many cases, blogs can replace private reports, thereby saving time. Of course, this should not be at the expense of sensitive or personal information.
- Blog posts can easily be shared on social media

- Blog posts can be embedded on (or linked from) TU Delft Library website (via Communicatie webredactie team)

Blogging need not only be text-based. Later version of this policy will also encourage podcasts and powerpoints as ways of sharing information.

Setting up your blog

TU Delft Library makes use of the Wordpress blogging platform. A blog can be requested from Monique Ijzinga.

- Each blog should carefully define its audience and purpose at the start. This can be refined over time. Blogs without a purpose are bland.
- Every blog must have a named owner. The owner is responsible for the content, including comments.
- Contributions from authors should also be clearly stated.
- A blog can choose from a limited range of styles. The blogs shall be consistent but not uniform.
- WordPress is very user-friendly, so training is unlikely to be needed
- Blogs that are dormant (no posts after six months) will be archived. (Downloaded as a PDF and passed on to Document Management and Archiving)
- <https://tudl.tudelft.nl/> will be updated to act as a catalogue of all TU Delft Library blogs

Writing Styles

- To ensure a certain consistency without losing the individuality in the Library blogs there will be simple guidelines, in line with TU Delft house style. The communications team will provide a handbook with writing styles and blogging templates and can organise training on writing/blogging.
- Writing guidelines include:
 - Informative blog titles (eg not “*End of an Era*” but “*8 pitfalls about copyright in images*”)
 - Break up text (use paragraphs with two or three short sentences)
 - Use images with Creative Commons licences
 - Use categories and tags wisely
- Dutch or English may be used; writing style should be clear but not too informal

Evaluating your blog

- Quality is more important than quantity, particularly in terms of reader numbers. If the right 10 people read your blog post, then that can be considered a success
- Trends over time are more indicative than single metrics at a specific point in time
- Google Analytics should be consulted (via Monique Ijzinga) to see how the blog is performing.
Metrics include
 - page views for each blog post
 - sources of traffic to the blog (twitter, google, web links)
 - bounce rates (proportions of users who only saw one page on your blog)
 - search terms used
- Other qualitative measures can also be considered, eg feedback and engagement from readers