

# **Blogging at Memorial University Libraries Introduction & Policy**

## **So you want a blog?**

Memorial University Libraries will provide blog software and server space for all work related blogs. This includes blogs for internal and external use.

## **What exactly is a blog anyway?**

The software used in the library, Expression Engine, supports the following:

- Posting text & images to the web
- Commenting to posts
- RSS feeds
- Searching posts/comments
- Multiple authors
- Easy data entry (very basic HTML necessary)
- Photo gallery

## **Do I want an external or an internal blog?**

An example of an internal blog would be a divisional forum to share news, announcements, etc. that is not designed to be accessed outside of library staff. NOTE: Internal blogs are locked down via the MUN IP, so it possible (but not likely) that someone other than library staff could view the blog from a MUN computer. Internal blogs should not contain confidential information. Likewise you will not be able to access an internal blog from outside MUN (but you will be able to post through the Admin interface).

An external blog is one that is designed to provide information, solicit comments or otherwise interact with patrons. Examples of ideas for external blogs could be: news (either library news or topical news), events, and forums on library topics. If they are publicly accessible, blogs must conform to the templates developed to maintain consistent branding and look and feel. The templates for external blogs can be viewed at:

## **How does it all work?**

Requests for blogs must be sent to Systems. In your request, you must provide:

1. The name of the blog administrator (the person who will maintain the blog)
2. Whether the blog is meant for public or non-public usage
3. A name for your blog (i.e., Information Services Blog)

4. For internal blogs, a template set – the templates from which you can choose are available at: <http://templates.pmachine.com>. NOTE: these templates cannot be changed or altered once chosen – choose carefully!

### **What kind of support can I expect?**

Systems will provide an account and hardware support for blogs. No software support will be provided. **It is highly recommend that you use the default installation of Expression Engine “straight out of the box”**. Tailoring a blog to look the way you would like is a very time consuming and complicated process. You will not have access to the HTML files on the server, making anything other than superficial changes to the settings impossible.

There is very good documentation available for Expression Engine available at: <http://www.pmachine.com/expressionengine/docs/>. This should be read before embarking on your blogging adventure and should be the first step in any problem solving effort.

### **Links**

Admin interface for MUN Blogs: <http://bat.library.mun.ca/blogs/system/index.php>

Example of MUN Public template: <http://bat.library.mun.ca/blogs/index.php>

Templates available for Internal Blogs: <http://templates.pmachine.com/>

Expression Engine help: <http://www.pmachine.com/expressionengine/docs/>.

Expression Engine Forum: <http://www.pmachine.com/forum/>