

Western Kentucky University Libraries Blog Policies, Guidelines and Procedures¹

**November 1, 2005
UL Blog Planning Task Force**

Mission of the University Libraries

Western Kentucky University Libraries (WKUL or UL) is a dynamic partner in the transformation of Western Kentucky University (WKU) into the best comprehensive university in Kentucky and one of the best in the nation. We contribute significantly to the pursuit and application of knowledge through providing access to, delivering, and using quality information. We realize this goal in several ways: as collaborators in the process of teaching, research, and service; through electronic information, reference, and instructional services; and through the acquisition, organization, management, preservation, and exhibition of collections. The UL is committed to the advancement of critical thinking, quality research instruction, and intellectual diversity in order to graduate information literate, globally competitive and productive citizens.

Goals of the UL Blog

The goal of the UL Blog is to provide the UL's patrons timely and useful information about the UL's services, resources, and its community outreach events and projects. It aims at increasing patrons' interest in the UL's web sites and patrons' interaction with librarians and staff.

Policies, Guidelines, and Procedures for the UL Blog

1. UL Blog Planning Task Force

UL Blog Planning Task Force (ULBPTF) is part of the UL Web Site Team (WST) and chaired by the WST Leader.

ULBPTF is charged to stipulate policies and guidelines for the UL Blog, plan for and design the UL Blog and subsidiary blogs (hereafter "sub-blogs"), define relevant blog categories, and post and update UL Blog and sub-blog contents. ULBPTF will monitor, evaluate and manage blog comments from UL patrons.

The UL Blog follows WKU's blogging policies and guidelines; its IT World Wide Web Publishing Policy, <http://itdiv.wku.edu/policies/wwwpublish.pdf>; its Computing Ethics Policy <http://itdiv.wku.edu/policies/compethics.pdf>; and the WKUL's Web Publishing Policies, Procedures and Guidelines, <http://www.wku.edu/Library/WST/ulwwwpp.htm>.

2. Blog managers

The UL Blog will be managed by the Blog Manager, Haiwang Yuan, UL Web Site & Virtual Library Coordinator, assisted by the UL Blog Sub Managers: Deana Groves, Robert Harbison, Rosemary Meszaros, Roxanne Spencer, and Sandy Staebell.

Significant decisions made by ULBPTF will be reviewed by WST. Then UL Blog Manager submits the decisions to the Council of Library Department Head (CLDH) for review and to the Dean of Libraries for approval.

3. Bloggers

Owners of personal blogs are defined in this document as bloggers. Personal blogs will be considered for inclusion as part of the UL Blog if they provide timely, useful, accurate, and professional information that adds to the UL's resources and services and reflects positively on the University Libraries.

Bloggers must be affiliated with the WKU Libraries, or invited guests, such as members of the WKU community.

4. Content

ULBPTF deems quality contents essential to the success of UL Blog, will use graphics and other multimedia judiciously.

5. Acceptable Use

Bloggers are required to check facts, present balanced views, acknowledge and correct errors, and check spelling and grammar before actual posting. While quotes from related websites and blogs are encouraged, bloggers are expected to cite their sources properly.

In addition, bloggers are encouraged to accept the following as common sense:

- 1) Make it clear that the views expressed in the blog are yours alone and do not necessarily represent the views of your employer.
- 2) Respect the institution's confidentiality and proprietary information.
- 3) Ask your manager if you have any questions about what is appropriate to include in your blog.
- 4) Be respectful to the institution, employees, customers, partners, and competitors.
- 5) Understand when the institution asks that topics not be discussed for confidentiality or legal compliance reasons.
- 6) Ensure that your blogging activity does not interfere with your work commitments.²

The above-mentioned requirements and common sense also apply to ULBPTF.

6. Feedback Comment System

Caution will be exercised when activating the feedback comment system that allows patrons to post their own comments on a blog article or "thread." Comments are open to patrons only when

ULBPTF consider them necessary. Comments should be relevant to the specific blog post they are attached to and be monitored by ULBPTF. Spam, flaming, personal attacks, and off-topic comments are not permitted. ULBPTF reserves the right to edit and delete comments of this nature. When editing comments, a note will be attached after the edited text. Efforts will be made to prevent individuals repeatedly violating these requirements.

7. Blog Categories

UL Blog Manager and the Planning Task Force will create UL Blog categories. Members of the WKU community may submit suggestions for categories to the UL Blog Manager and Planning Task Force.

8. Blogroll and Links

The UL Blog will link to the web pages of key UL services and resources. Other links to websites and/or blogs may be included in the UL Blog if they help achieve its goals, as are described in this document.

9. Copyright

WKU Libraries reserves the copyright of the content on the UL Blog. A Creative Commons Attribution-NonCommercial-ShareAlike 2.5 License³ also governs the content.

10. Branding and Marketing

UL Blog must have WKU Libraries logo and contact information. A link to the UL Blog must be prominently placed on the UL home page and relevant pages for access and marketing purposes.

ULBPTF will work with UL Marketing & Special Events Coordinator to market UL Blog, and provide patrons with training in the use of UL Blog, primarily on the blogs.

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¹ This WKUL Blog Policies & Procedures was adapted from St. Petersburg College Library Blog Policy, http://www.spcollege.edu/central/libonline/book_image/SPCLBpolicystatement.htm.

² Charlene Li's Sample Corporate Blogging Policy, http://forrester.typepad.com/charleneli/2004/11/blogging_policy.html

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