

SLANZA Conference 2015 Workshop

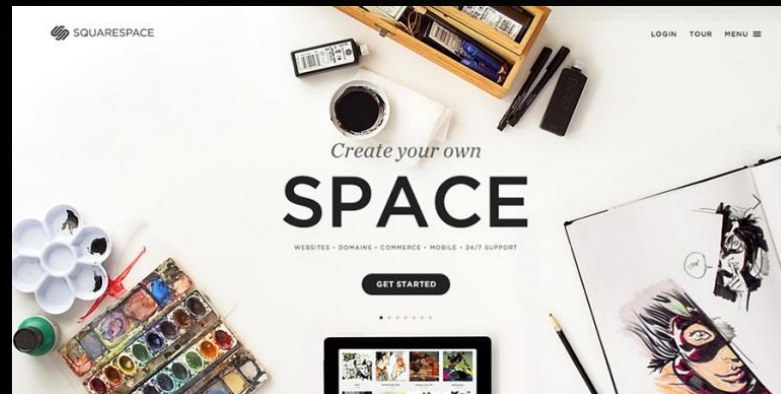
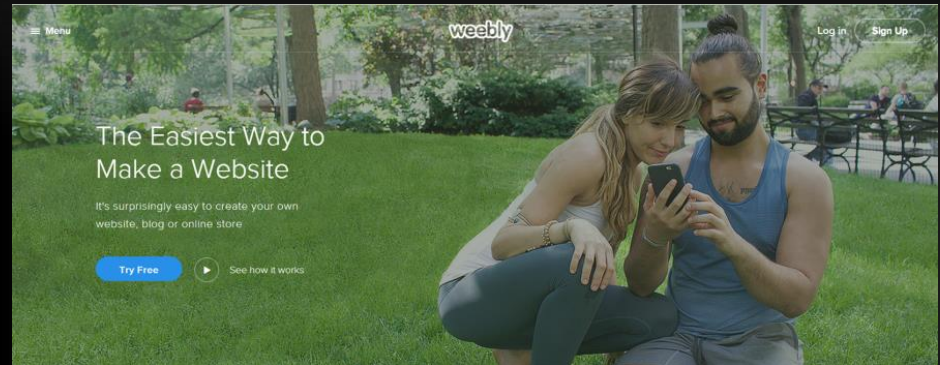
No HTML required:

the basics of building and maintaining
your own library website.

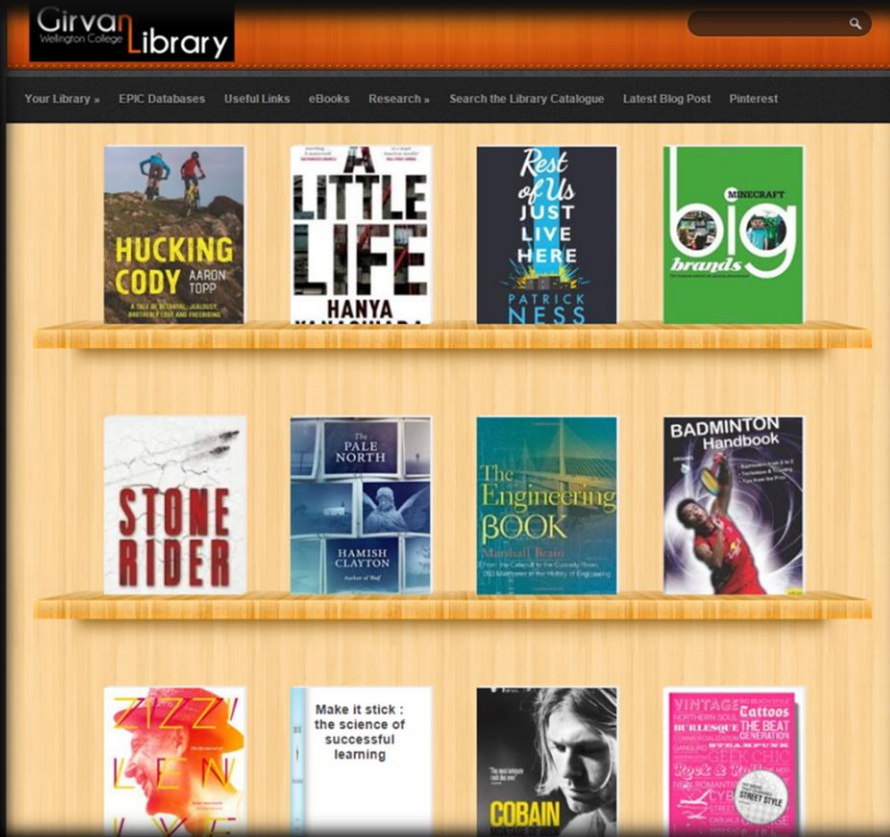
by Brett Moodie RLIANZA

FREE platforms

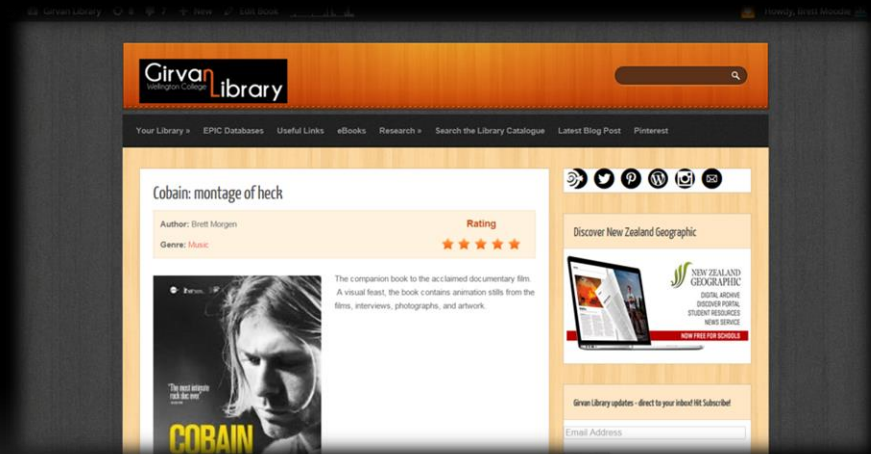
- Squarespace
- **tumblr.**
- Yola
- **Wix**
- Weebly
- **Google sites**
- Webnode
- **Wordpress**



MY EXPERIENCE



<http://wclib.wc.school.nz/>



5 GUIDING PRINCIPLES

1. Power of the visual
2. Less is more
3. Update little and often
4. Accessibility / Visibility
5. Have fun with it!



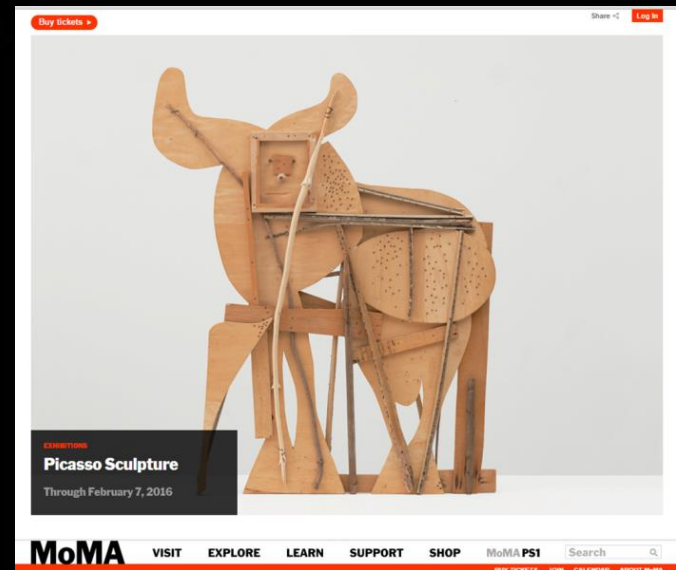
GUIDING PRINCIPLE #1



Power of Visual Communication Infographic [detail] by Wyzowl. Retrieved 24 September, 2015 from <http://blog.wyzowl.com/power-visual-communication-infographic>

#2 LESS IS MORE

- Check out GLAM sector websites
- What makes them work / not work?
- Are they visually appealing?
- Resist over-cluttering
- Only display essentials



<http://www.moma.org/>



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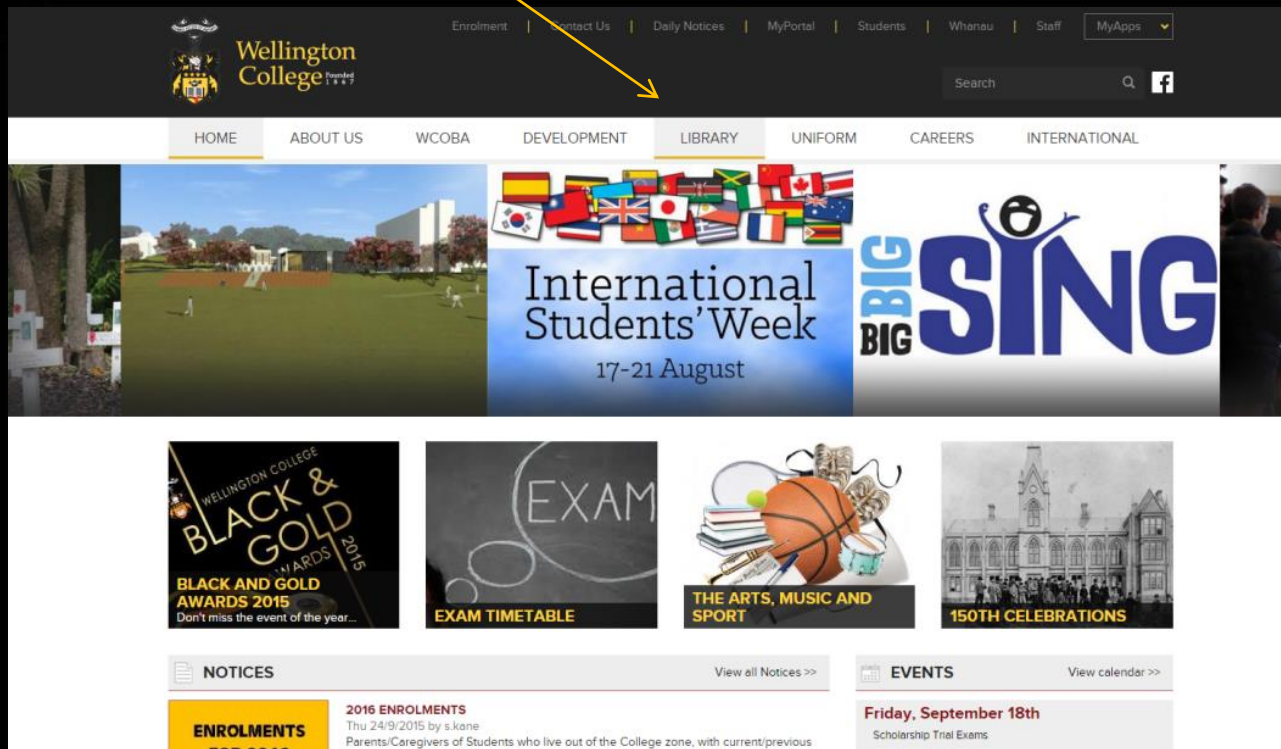
#3 Update Little & Often

- Easily manageable
- Respond to current events
- Stays relevant
- Creates a sense of momentum



#4 ACCESSIBILITY / VISIBILITY

Link to Library website from front page of school website.



#4 ACCESSIBILITY / VISIBILITY



- Competitions & Events link to website (QR CODES)
- Announce winners by blog post to encourage subscription

#5 HAVE FUN WITH IT!

Funny / Interesting things happen everyday:



Retrieved from New York Public Library Instagram
page: <https://instagram.com/nypl/?hl=en>

- LISTSERV
- News media
- Water-cooler moments
- Stuff students say
- Stuff you read
- Things you find hidden behind the shelves...

Post a Blog about it!

WEBSITE WORDS

Theme: the frame or scheme design for your website

Sidebar: vertical strip running down side of a webpage

Menus: headings that direct to the main areas of your website

Drop-down menu: pages that appear when hover mouse over menu

Dashboard: the engine-room or backstage of your website

Widget: a 'plug-in' that can be added to your website

- Images & videos
- Blog subscription
- Word clouds
- Social media etc.



ANY
QUESTIONS
?