

Richard Liddicoat
Editor, Digital Library Web Team,
Christchurch City Libraries



Christchurch City Libraries

Hāki Kōwhiri Whakapapa-o-Tautahi

Christchurch Kids Blog Launch

Christchurch Central Library

Wednesday 8 September 7pm, free

With special guests — leading
international children's writers
Steve Cole and Richard Newsome

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What were we going to do?

Continue (almost) as planned

Christchurch Kids Blog

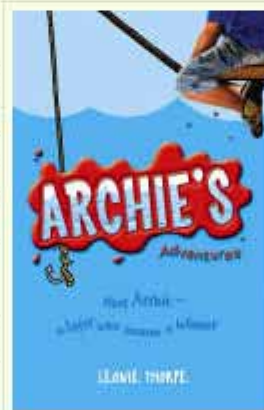


February Star Author - Leonie Thorpe

February 1, 2011 · Filed under Authors, Books, Celebrating New Zealand, Children, Christchurch, New Zealand, Star Author · Tagged Archie Saves the Day, Archies Adventures, February Star Author, Leonie Thorpe, New Zealand author, Sheep on the Fourth Floor · Edit

Our February Star Author is New Zealand author, **Leonie Thorpe**. Leonie is a local author, living in Christchurch who has written several books for younger readers, including **Archie's Adventures** and **Archie Saves the Day**. Her latest book, **The Sheep on the Fourth Floor**, is aimed at older readers and deals with the use of animals for medical experiments.

We hope you enjoy Leonie's posts and if you'd like to know more about her you could **read our interview with her** on the Kids page of the library website or **read about her visit to Central Library** on the blog.



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Star Author



February Star Author -
Leonie Thorpe

Competitions

Enter our competitions.

Contact us

christchurchkidsblog@ccc.govt.nz
is our email address if you have
any questions or ideas.

Book Buzz

Add your book reviews and tell
everyone about your favourite

February Star Author Competition

Today

- Kid's blog –
 - why do we do it?
 - how it was created and developed
 - how we manage it
- Christchurch City Libraries approach to content creation and management
- Emergency responses – our role

Today

- Remember, our processes can be used by a library of any size.
- The web is increasingly important.
- Questions – please ask at any time.

Kids blog process

- Pilot scheme – three months
- Review and recommendations
- Approval from leadership
- Implementation
- Launch

**What's the point
of all this content?**



**To connect people
with the library**

How do we make sure we are doing that?

- We looked to our editorial policy and adapted it to the blog audience (8-12)
- We created a content schedule
- We wrote guidelines for bloggers
- We trained staff – Wordpress, flickr, linking, writing for the web
- We allocated key tasks to staff
- We committed time and energy

Key questions (and answers)

- Moderation: Yes, or no?
- Images – where to source?
- Working with schools? Contract, guidelines, personal & professional assistance
- Staff? Training, regular time

Let's take a look!

Do you have questions?

How do we create content?

- We have lots of content, created by staff over many years.
- Much is from printed material which has been transferred to the web
- As content nears the end of its lifecycle, we have had to develop means of maintaining and refreshing content.

How do we create content?

- We take a library machine — collections, catalogue, content, expertise

How do we create content?

- ‘Hot rod’ it with:
 - Content development policy, Editorial policy, Website terms of use
 - Publishing plan (internal)



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- Add humans
 - web team and contributors

How do we create content?

- Share, mix and mash
- Serve to hungry minds

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Yeah, but how do we actually do it?



<http://www.flickr.com/photos/cclstaff/4417325871/in/set-7215762358099>

Yeah, but how do we actually do it?

- Web team (6), and contributors (70)
 - Publishing plan sets broad themes – events, literary prizes, major areas of collection to promote. Gives us focus.
 - New content is planned three months in advance
 - Content has a lifecycle, we commit to maintaining it

Yeah, but how do we actually do it?

- Contributors – staff from all libraries work with members of web team on a buddy system

Yeah, but how do we actually do it?

- Deadlines – fortnightly, or more often for particular projects

Yeah, but how do we actually do it?

- Wiki, so contributors can see their tasks
- Contributor meetings
- Team or mini content meetings (face-to-face)

Yeah, but how do we actually do it?

- In-house training
 - blogging (Wordpress), linking, writing for the web
- Contributors deliver
 - book reviews, re-write pages, update resources, check links, take photos, proofread.



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Content objectives

- All content connects customers with library resources.
- Direction is set by the web publishing plan:
 - Themes are decided annually
 - Content is planned three months in advance
- Maintenance is constant.

Our audiences

- [Library website](#) more than 9 million visits a year
 - [Golf](#)
- [Library blog](#) up to 9,000 visits a month
 - [The wicked game, or a good walk spoiled](#)
- [The Pulse / Te Auaha](#) 25,000 visits a month
 - [School survival guide](#)
- [Kids](#)
 - [Space Explorer](#)

Plain language

- We write so customers can understand our content the first time they read it.
- We address the audience directly.
- We use New Zealand English and te reo Māori.

Plain language

- Summaries at the top of the page
- Short sentences
(15 to 20 words maximum)
- Short paragraphs
(50-60 words)
- Keyword-filled headlines and subheadings

Plain language

- If you read something and ...
 - You don't understand it
 - You get confused
 - You can't see the point
 - You can't see what to do next
 - You instinctively don't want to read it

... then the writer has failed.

So has the editor.

Why?

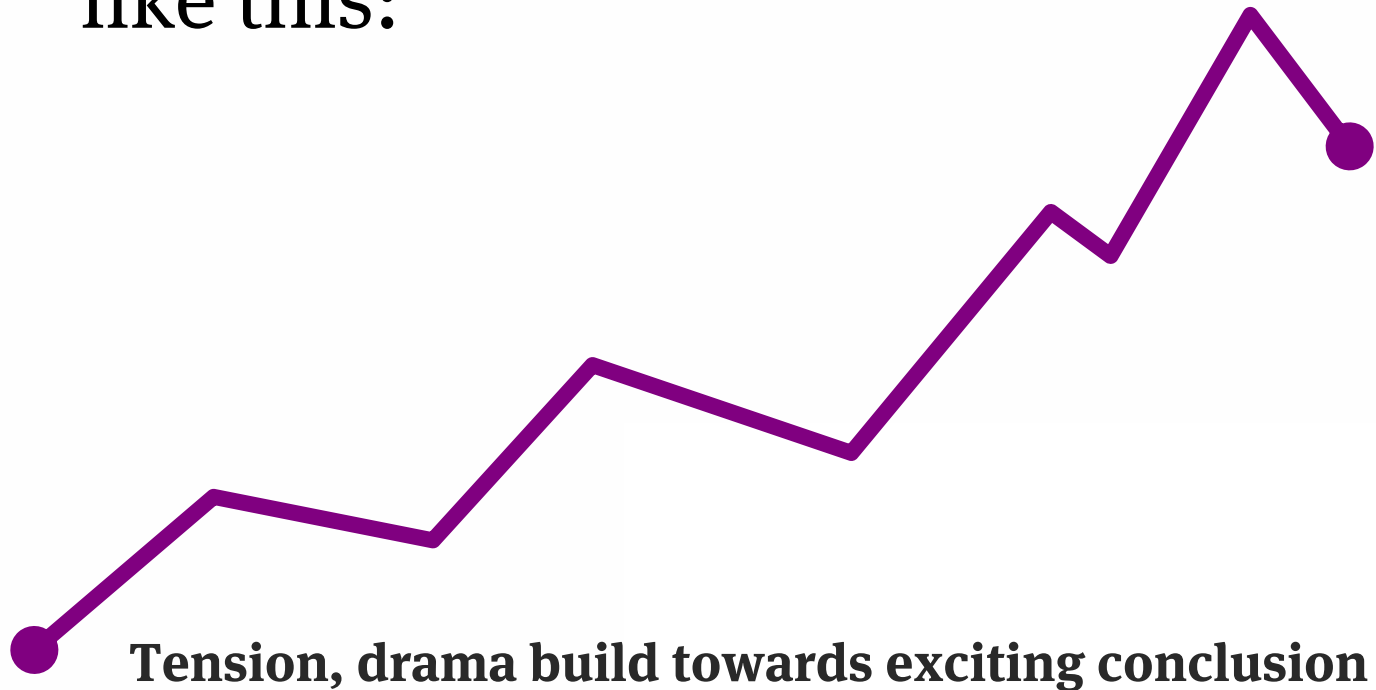
Because of the way
people read on
the web

The magic F

- People do not read consecutively
- People scan to find the most relevant information
- Headlines, subheadings and meaningful links placed ‘on the F’ help people quickly find what they are looking for.

Novel style

- Most stories use a plot structure like this:



Novel style no good

- People don't read from left to right on the web. They may not read from beginning to end either.
- Don't make your readers wade through mud ...

Get to the point

**Headline (H1) /
summary**

**Subheadings (h3)
Short paragraphs**

**Links to further
resources
(h3 and list)**

**The
point**

**Key facts
summarised
and explained**

The detail:

- How to find out more
- Related links, further resources
- Related subjects

**Essential for
customers**

**Relevant for
customers**

**Optional for
customers**

Created by Richard Liddicoat



Do you have questions?

Emergency response

- The library's role in Civil Defence
- Fast-changing situation
- You may have a Civil Defence role, too

Emergency response

- Reduced capability, but a high demand for information
- Staff in varying situations, some re-deployed

Emergency response

- Notice on home page giving basic message
- Re-direct customers to blog
- Re-direct staff to professional blog
- Christchurch City Council established twitter and facebook accounts

Emergency response

- Our role?
- Create a flow of useful and useable information via available sites and social media
- A practical, easily shareable newswire with accurate and trusted information

Do you have questions?



WORKS Operations
WORK SITE PLEASE KEEP OUT



ROYAL HOTEL

KIDS
UNDER 12
EAT
FREE
THURSDAY
& SUNDAY
1 KIDS MEAL
PER ADULT
MAIN
THURSDAY
HAPPY HOUR 4-6pm

FAHEY FENCE
HIRE
021-334-766 343-9960

FAHEY FENCE
HIRE
021-334-766 343-9960

DANGER KEEP OUT

DANGER KEEP OUT

DANGER KEEP OUT

Thank you

- Richard Liddicoat
- richard.liddicoat@ccc.govt.nz