

About the GLA Blog:

Mission: The mission of the GLA blog is to provide a web-based means of communication and marketing for the Association. It will contain posts about current and upcoming events, committee and interest group news, information about awards winners and other content from the GLA.

Audience: The audience will be GLA members and people interested in learning more about the GLA. The blog will not only act as a communication device, but it will also be a marketing tool.

Topics: The GLA Blog seeks to inform and market the activities of both GLA and libraries in Georgia. This includes but is not limited to:

- Interviews of GLA awards winners
- Interviews of Carterette presenters and advertisements for future Carterette webinars,
- Guest blogs from GLQ authors writing about their articles
- Interviews of GLA members doing “cool” things around the Association
- Features of Committees, Interest Groups and Divisions

Individual GLA members, executive board members, committee and interest group chairs can submit items of interest to marketing@georgialibraryassociation.org.

Additionally, there is a **Google Form** which people can use to make the Marketing and Branding Committee aware of their events and activities, at this link: <https://forms.gle/5DBfwy3aGhwVGuEQ8>; this form is monitored by the VP for Marketing and Branding, as well as the Chair and Vice-Chair of the Marketing and Branding Committee. Topics submitted to the form that are applicable to blogs will be communicated to the blog editors by the Chair.

Blog Post Specifications:

Style Guide: Blog editors should use the GLA Style Guide when writing blog posts. The GLA Style Guide can be found at this link: <https://gla.georgialibraries.org/wp-content/uploads/2018/01/GLAStyleGuide.pdf>

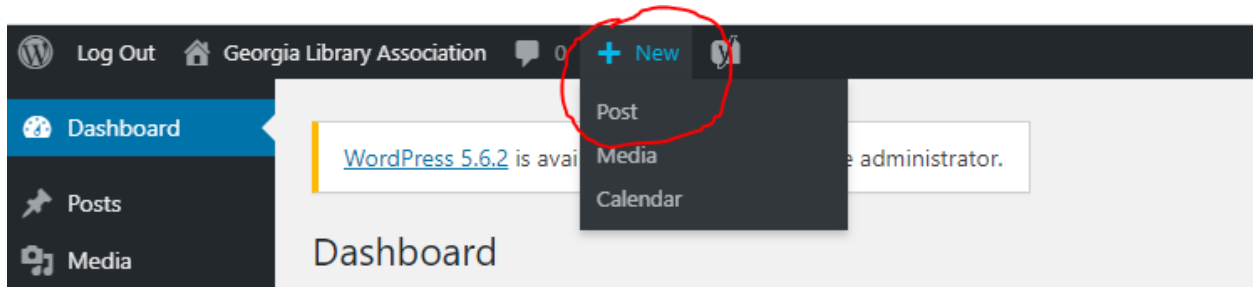
Further Specifications:

1. Each blog post should be 300-500 words in length.
2. Each blog post should contain at least one image with alternative text assigned.
3. Each blog post should be assigned at least one category.
4. Each blog post should be assigned multiple tags.
5. Add links if possible when mentioning groups, organizations, etc.
6. Link to GLA website when mentioning GLA divisions, interest groups, committees, etc.

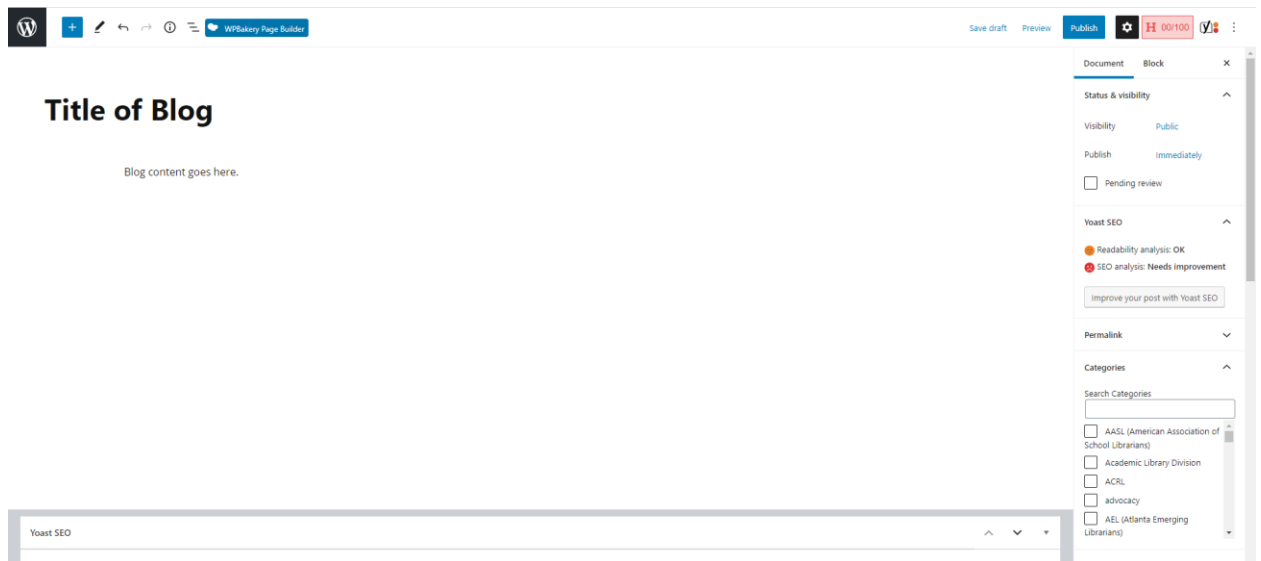
Wordpress Instructions

Creating a New Blog Post:

1. Log in to Wordpress at <https://gla.georgialibraries.org/wp-admin/> with the credentials provided to you.
2. From the Dashboard, hover over “New” at the top, and select “Post”:

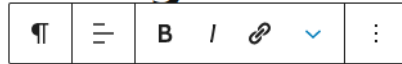


3. Write the content of the blog in the text block. Be sure to add a title:

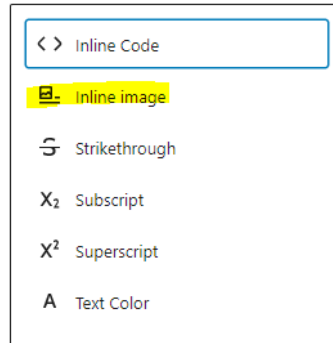


4. You can add photos to the blog text by clicking the down arrow in the editing menu, and selecting “inline image”:

title of Blog

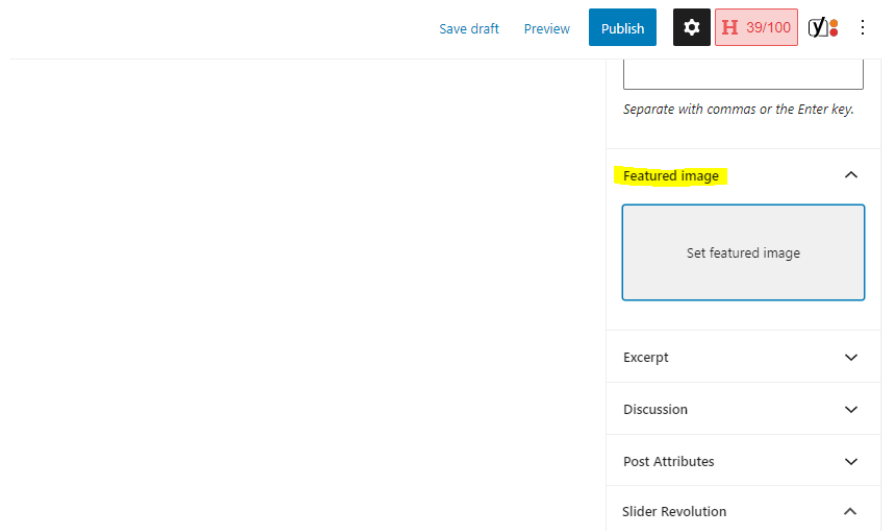


Blog content goes here.



Then, upload or select the image you would like to embed within the text.

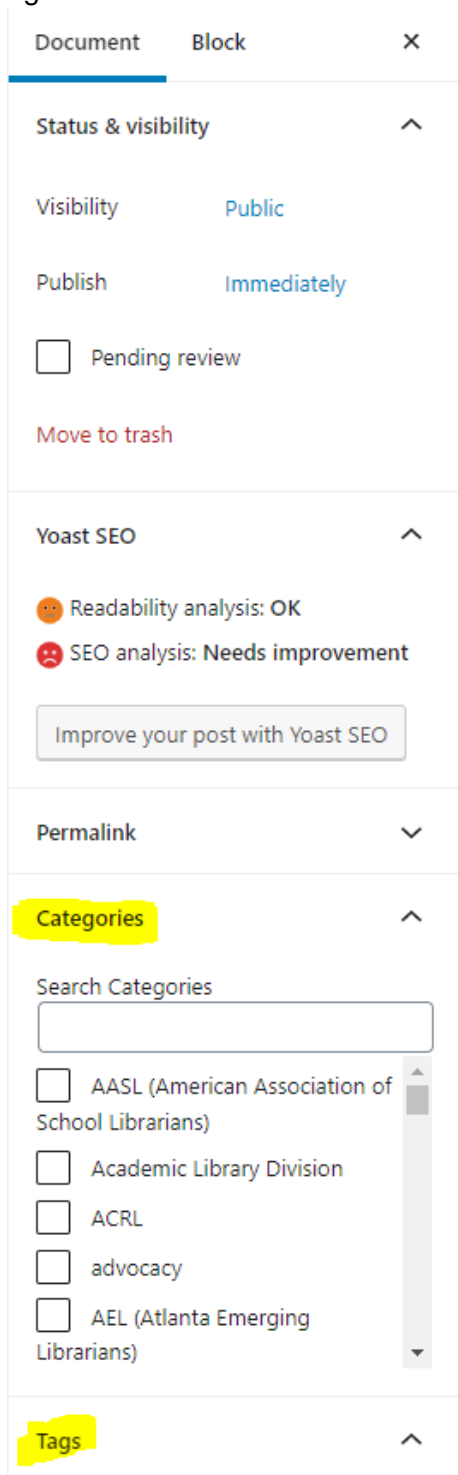
5. To set a blog “Featured Image” which appears at the top of the post, scroll down through the right-hand Document menu and click “Set Featured Image”:



Then, upload or select the image you’d like to use as the featured image.

Assigning Categories and Tagging:

1. When you have finished writing, you will need to assign at least one category and two tags to your post. You can do this by using the options in the Document menu on the right-hand side of the window:



The screenshot shows the WordPress Document menu on the right-hand side of the window. The menu is titled "Document" and has a "Block" tab and a close button (X). The menu is divided into several sections:

- Status & visibility** (expandable):
 - Visibility: Public
 - Publish: Immediately
 - Pending review
 - Move to trash
- Yoast SEO** (expandable):
 - Readability analysis: OK
 - SEO analysis: Needs improvement
 - Improve your post with Yoast SEO
- Permalink** (expandable)
- Categories** (expandable, highlighted in yellow):
 - Search Categories
 - AASL (American Association of School Librarians)
 - Academic Library Division
 - ACRL
 - advocacy
 - AEL (Atlanta Emerging Librarians)
- Tags** (expandable, highlighted in yellow)

You will likely need to scroll down to see both Categories and tags.

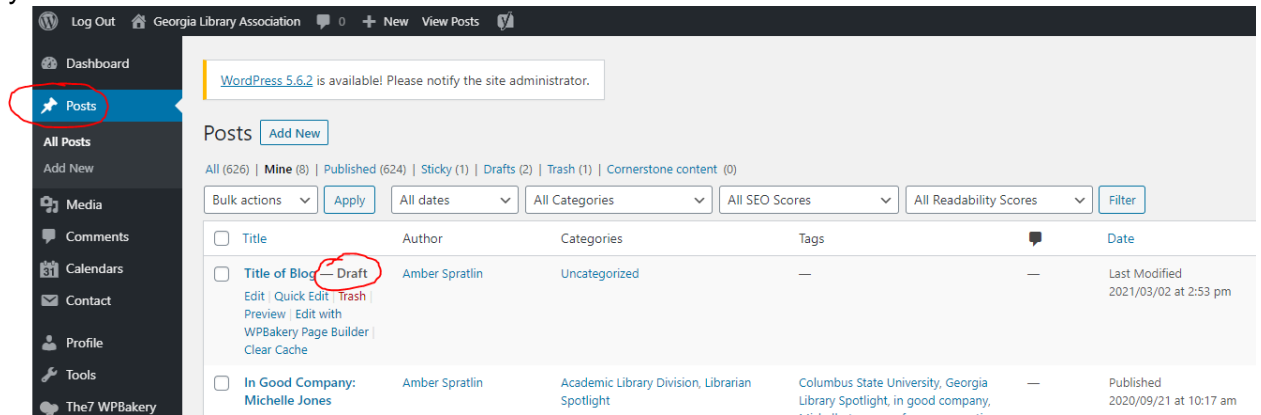
2. For Categories, use the checkboxes provided in the menu above to select at least one category that best fits the topic of your blog. Multiple categories can be selected.
3. For tags, enter at least two words (preferably more) to describe your blog contents. Try to think of words people would use to search online if they were looking for the content within your blog, and use those search terms as your tags.
 - a. Examples: library news, Open Access, GALILEO, Academic Libraries, OER, Library Spotlight, names of specific libraries mentioned in the post, National Library Week, etc.

Before you Publish:

1. Save your blog post as a draft.
2. Email the Chair of the Marketing and Branding Committee to let them know that a post is ready to publish.
3. The Chair will review your blog post and send you a written communication to approve the post for publication, or ask for edits.

Publishing:

1. After approval, return to WordPress. Click “Posts” on the left-sidebar menu, then find your draft:



2. Click “Edit” to reopen your draft, then in the top-right corner, click “Publish”:

