Guidelines: Health Science Librarians of Illinois (HSLI) Newsletter Website

Part I: Overview

Purpose
The HSLI Newsletter website is a public site meant to inform members and non-members about news and events relevant to the organization and the profession as a whole.

Content Scope
The content scope includes information relevant to the work of HSLI as stated at www.hsli.org. That work is the promotion of "…the professional and educational development of Illinois librarians, information professionals, and library students in the health sciences".

Site Structure
The HSLI Newsletter website is part of the HSLI website.   Information on the Newsletter website is divided into the pages listed below.
- Home
- Library Jobs
- Member News
- Search

Governance
- Any or all HSLI Newsletter Committee member(s) serve as the blog editor(s) and, therefore, manage content of the Newsletter website.
- Editors work with the HSLI webmaster, who manages the design of, and access to, the Newsletter website.

Part II: Content Management

Selection and Approval
- Content is selected by the editor(s) from requests sent to the editor(s), or from other sources of information within the scope. In some instances, the content may be generated by the editors themselves.
- Requestors are notified about acceptance or rejection of their content request.

Adding Posts to the Home Page
- Text Formatting - Default settings for font style and size are used.
- Photos and Images - Adding photos or other images, when appropriate to the content of the post (for instance, a news item featuring an HSLI member), is acceptable.
- Cross-References to Websites
    - Hyperlinked text (using the html editor), not pasted URLs, is used.
    - Hyperlinks to a page on the HSLI website are set to open in the same window/browser tab.
    - Hyperlinks to a page outside the HSLI website are set to open in a new window/browser tab.

Organization of Posts on the Home Page
- Organization by Date
    - Recent Posts – Default listing is reverse chronological order.
    - Archives - Posts are automatically indexed by year consequent to the time/date stamping function of the content management software.
- Organization by Subject - Categories are assigned to index posts by subject.

Assigning Categories to Posts on the Home Page
- Specific Categories--There is no limit to the number of categories that may be assigned to a particular post, as long as all of the assigned categories are relevant to that post.
- "Other" Category – When no existing category is relevant, the "Other" category is assigned.

Managing the Library of Categories
- Word Form for Category Labels –All category names must take the form of a plural noun.
- Adding Categories – When there are at least three posts with only the "Other" category assigned, and the posts share a theme, then a category may be added.
- Revising/Deleting Categories - When necessary, the editor(s) revise or delete categories, so that category titles accurately reflect current and evolving trends in professional terminology.

Adding Tags to Posts on the Home Page
- Tagging is not used.

Adding Comments to Posts on the Home Page
- The site is set for "manual moderation" so that comments are published only if approved by the editors.
- Comments on newsletter home page posts are moderated by the editors.
- The editor(s) receive e-mailed notification of a posted comment, and the comment is either "approved" or "deleted" by an editor.

Adding Content to Other Pages (Library Jobs, Member News, Search)
- Text Formatting - Default settings for font style and size are used.
- Cross-References to Websites
    - Hyperlinked text (using the html editor), not pasted URLs, is used.
    - Hyperlinks to a page on the HSLI website are set to open in the same window/browser tab.
    - Hyperlinks to a page outside the HSLI website are set to open in a new window/browser tab.
- The "Search" page is exclusively for access to the search engine for keyword searched of the newsletter postings on the home page.

Part III: Promotion

To promote the Newsletter website and an awareness of current events and issues, the editor(s) send notifications to the HSLI membership, via the HSLI discussion list.

Template for Discussion List Messages
The standardized subject line and content for the message are below.

Subject Line: New Posting on HSLI Newsletter Website
Content/Body of Message:
    Title of story: [insert]
    For the full story go to: http://hsli.org/newsletter/
    If you have news for the HSLI Newsletter blog, please send it to your newsletter editor(s):
    [insert editor name(s) and email(s)]

Timing of Discussion List Notifications

- To inform HSLI members of news, the editor(s) send alert-type messages to the HSLI discussion list after posts are added to the blog.
- The discussion list notifications may have a batch of links corresponding to multiple recent posts.
- Timing and batching of notifications is under the discretion of the editor(s) by taking expediency into account.