Health Science Librarians of Illinois (HSLI) Newsletter Guidelines

Part I: Overview

Purpose

The *HSLI Newsletter* 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

Content Inclusion - 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".

Continuing education (CE) opportunities (i.e., workshops, seminars, or certificate programs) and other events that are relevant to the professional interests of the HSLI membership may be posted on the blog if any the criteria listed below are met.

- Sponsored by an organization that is an HSLI affiliate
- Sponsored by a respected, recognized professional organization or academic institution
- Approved for CE credit awarded by and respected, recognized professional organization or academic institution

Content Exclusion – Job ads are excluded. In these guidelines, SEE the section for **"**Adding Content to Other Pages" with information about the Library Jobs page provided to support job searching.

Site Structure

The *HSLI Newsletter* is part of the HSLI website. Information on the *Newsletter* is divided into the pages listed below.

- Home
- Newsletter 1985-2009
- Library Jobs
- Member News

Governance

- Any or all *HSLI Newsletter* Committee member(s) serve as the blog editor(s) and, therefore, manage content of the *Newsletter*.
- Editors work with the HSLI webmaster, who manages the design of, and access to, the *Newsletter*.
- The HSLI webmaster may grant access to other members (such as the current HSLI President or members of the Conference Planning Committee in charge of publicity), as appropriate.

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 (e.g., organization websites, HSLI listserv). **SEE the *HSLI Newsletter* Procedures document.**
- Requestors are notified about acceptance or rejection of their content request.
- In some instances, the content may be generated by the editors themselves.

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
    - If relevant, at least two categories should be assigned to a post. One category alone may be assigned when a second relevant one does not exist. 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.
    - When a child category is selected for assignment, the parent category is also selected. A parent-child combination is considered one subject, and selection of a second category is indicated when possible.
- “Other” Category - When no existing category is relevant, the “Other” category is assigned. In other words, "Other" is used only when no specific categories are applicable. It is not used in combination with specific categories.

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.
    - Posts with only one specific category should also be evaluated for emerging themes and the need for new or revised categories.
    - It is established practice to add a new child category for each year’s HSLI Annual Conference.

- 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 the *Newsletter* home page posts are moderated by the editors.

Adding Content to Other Pages (Newsletter 1985-2009, Library Jobs, Member News)

- 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.
- "Newsletter 1985-2009" - managed by the webmaster
- Library Jobs – periodically, the content is checked for currency (e.g., verify source site names, correct hyperlinking)
- Member News - managed by the webmaster

Part III: Promotion

To promote the *Newsletter* 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

- Notifications use a standardized subject line and template for the message content.
- **SEE the *HSLI Newsletter* Procedures document**

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.

- Timing and batching of notifications is under the discretion of the editor(s) by taking expediency into account.
- **SEE the *HSLI Newsletter* Procedures document**