Keep It Consistent!
Creating & Maintaining an Online Identity
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Keep It Consistent

Language & Lists
- Usernames & URLs
- Contact information
- Voice
- Tags/labels/categories

Layout & Look
- Colors
- Fonts
- Page layout
- Banners & Logos

Language

Usernames and URLs
- Use the same name everywhere
- Claim your name so you have it when you want it
- Create a short list of related names
- Spell it out when you can (be obvious)
- Pick something identifiable and easy to remember
- Don’t be cute
**Contact Information**

Generic email and chat usernames

Functional usernames that forward to staff
- Webmaster@
- Reference@
- MemberServices@

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**Voice**

- If it’s just you, figure out what your writing voice is. Stay true to it.

- For a team of authors, create writing style guides.
  - List common words and phrases with preferred spelling
  - Show format conventions (titles italicized vs. underlined)
  - Include writing samples for tone and attitude
  - Make note of anything unique to your field or institution
  - Examples: *The Economist* & CSU-Chico

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**Lists**

**Tags, Labels & Categories**

- Users will create their own tags - get used to it
- BUT…give them your tags & they’ll use them
- SO…add lists of tags to your style guides
- Use the same tags everywhere
- Create conventions for writing new tags & put them in your style guide
  - conferences tagged by acronym and year – GIL2010
  - programs tagged by name & type – Lowell.lectures
  - locations tagged consistently – honan.allston.branch

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You Must Conform!

A Little Bit of Flavor

Who Do You Want to Be?

Colors
Logos

Keep It Consistent

Language & Lists

- Usernames & URLs - claim them early, often and everywhere
- Contact information - use the same one everywhere you can; go generic for flexibility
- Voice - choose a voice for your institution and adapt it only slightly depending on 'where' you are
- Tags/labels/categories - seed the pool with your chosen vocabulary and set the tone for future tags

Layout & "Look"

- Colors - use similar or related colors everywhere for fonts, backgrounds, logos, etc.
- Fonts - use fonts to tell your stories & be your voice
- Page layout - put the same information in the same place on various pages (calendar in upper left, etc.)
- Use banners & logos as visual anchors
- Logos - if you don't have one, get one; when you have one, use it everywhere

Thank you!

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Resources

Writing & Blogging:

Elements of the Writing Craft. Robert Olmstead, 1997. (or any other writing guide you prefer)


“How to Write the Best Damn Food Blog on the Internet”
A series of posts on blog writing, using food blogs as the example.

Library Blogging. Karen A. Coombs and Jason Griffey. 2008 (review)


Fonts:


Google Font Directory (for web-only fonts) - http://code.google.com/webfonts


HTML & CSS:

W3schools HTML tutorial - http://www.w3schools.com/html/default.asp

W3schools CSS tutorial - http://www.w3schools.com/css/default.asp

HTML code for ASCII characters - http://www.ascii.cl/htmlcodes.htm

Website Management & Design:

Recent books from O'Reilly, SAMS Teach Yourself... or the Idiots or Dummies series on CSS, HTML or XML, Blogging, Creating a Website, Facebook, YouTube, MySpace, or any other computing topic.

The Dummies folks also have an excellent collection of articles on: http://dummies.com/


Everything You Know about CSS Is Wrong! Rachel Andrew and Kevin Yank. 2008. (review)

User Experience:

Designing the Digital Experience. David Lee King, 2008. David's a librarian and a good guy. He also Twitter a lot.


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