WRITING FOR THE WEB

INTERNET LIBRARIAN

REBECCA BLAKISTON

OCTOBER 27, 2015
Write like you talk

try reading out loud
Relax and have fun with it

"Do better research. (And, maybe, get a better grade)."

"Write and cite like a pro."

"We're here to help!"
Two pages of the passive voice - just about any business document ever written, in other words... make me want to scream. It's weak, it's circuitous, and it's frequently tortuous, as well.

Stephen King
Use active voice

Library cards can be renewed....

These statistics have been gathered...

Customers are advised...

Renew your library card...

We gathered these statistics...

We advise you...
Pick nouns and verbs wisely

The context of events led to new collective thinking about future processes.
The creative culture of the organization leads to the ability to move forward quickly on technological initiatives.

Our librarians are creating better ways to get work done.
Staff members are creative, making it easy to move forward quickly on technological initiatives.
Define your voice and tone

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar</td>
<td>Do homework on the go</td>
<td>Look up new words without looking up from your doc</td>
<td></td>
</tr>
<tr>
<td>Learn to code nearby</td>
<td>Check your school and personal email in one place</td>
<td>Keep your selfies to yourself</td>
<td></td>
</tr>
<tr>
<td>Amp up your selfies with code</td>
<td>Take a field trip from your laptop</td>
<td>Check if it's game on or game off. Get the forecast fast</td>
<td></td>
</tr>
<tr>
<td>Create a password haters can't guess</td>
<td>Back to school pranks? Lock your device to stay safe</td>
<td>Drop a video into your presentation</td>
<td></td>
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</tbody>
</table>
Pick a succinct, meaningful title

Patron-Driven Acquisitions (also known as On-Demand Information Delivery)

Interlibrary Loan, Document Delivery, and Express Retrieval Services

Getting books at your request

Get books and articles you need, when you need them
Keep sentences and paragraphs short

Paragraphs no more than three sentences or six lines.

Sentences no more than 25 words.

A paragraph can be just one sentence.

recommends
Ann Handley,
Everybody Writes
Use headings to organize content

Organize & cite your sources

Explore citation tools to organize and manage your sources (e.g. RefWorks, EndNote Web, Mendeley, Zotero)

See our citation guide for MLA, APA, Chicago, and discipline-specific styles

Check out the Online Writing Lab (OWL) from Purdue for a more comprehensive guide

Or just use EasyBib, a free tool for creating citations

Avoid plagiarism

Learn about citing sources and paraphrasing in our guide to avoiding plagiarism

Practice skills for avoiding accidental plagiarism (interactive tutorial)

Improve your writing

Get free one-on-one support at the UA Writing Center
Use the power of parallelism

- Improve your research skills
- Finding sources in your discipline
- Grant funding searching

- Improve your research skills
- Find sources in your discipline
- Search for grant funding
Use tables for related content

<table>
<thead>
<tr>
<th>Item:</th>
<th>Typically available in:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Books</strong></td>
<td>5-10 days</td>
</tr>
<tr>
<td><strong>Articles</strong></td>
<td>2-3 days</td>
</tr>
<tr>
<td><strong>Book chapters</strong></td>
<td>2-3 days</td>
</tr>
<tr>
<td>(up to 10% of book)</td>
<td></td>
</tr>
<tr>
<td><strong>Theses and dissertations</strong></td>
<td>7-10 days</td>
</tr>
<tr>
<td><strong>Media items</strong></td>
<td>7-10 days</td>
</tr>
<tr>
<td>(films, music, and audio recordings)</td>
<td></td>
</tr>
</tbody>
</table>
Use bulleted lists for items and options

Get books in the library

Search Summon for books and ebooks in our collection:

Search by topic, title, or author

You can also:

- Search for **only ebooks**
- **Locate books by call number**
- Get books through **express retrieval**
- **Suggest a purchase** to add to our collection
Can I renew an item?

When you pick up a book or other loaned item, the cover sheet will indicate if the item is renewed. Plan to request a renewal at least 10 days before the item is due.

1. View your checked out items.
2. Select the Transaction Number for the item you want renewed.
3. Select Renew Request.

We'll notify you by email if the renewal was approved or denied.

Until you receive a reply, you are responsible for returning the item by the due date as indicated on the cover sheet. Contact us if it is the due date and you have not received a renewal notification.
But use instructions sparingly

Avoid saying:

- Fill out the form below.
- To navigate this website...
- To use this web page...
As well as other unnecessary things

Avoid saying:

- In this article...
- In this blog post...
- On this web page...
Focus on essential messages

Know your audience.

Define call(s) to action.

Only include content that meets user and organizational goals.

Put key messages first.
No one will every complain that you've made things too simple to understand.

Ann Handley
Remove unnecessary adverbs

- Very large
- Very small
- Argue strongly
- Huge
- Tiny
- Insist
Remove redundant adjectives

Our strategic plan is innovative, creative, and forward-thinking.

Our strategic plan is breaking new ground.
Simplify

Utilize
To ensure
In order to
With the possible exception of
At which time
Referred to as
In spite of the fact that

Use
For
To
Except for
When
Called
Although
QUESTIONS

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MAKE

SOMETHING

BEAUTIFUL