It is not just a blog
What is blog:
Web journal

• Website: well designed interface
• Frequently updated by an individual / a group
• Intended for general public
• Publish information in the text box
• Easy add-on components: plugins
• Read by subscription by RSS feed
Blog functions

- Blogging: post news and discussion

- Static webpage: page – working as website
blogging

• Post events and news: Googleblog: http://googleblog.blogspot.com/

• Discussion for a subject: Musicblog: http://topsites.blogflux.com/music/
Not just a blog

• We do blogging for news and other blogging
• We also use blog for a static webpage to improve our services

How? ...
The Issue in Maag

• Websites need to be frequently updated: subject guide, class page
• Staff skills with website publishing range greatly.
• Staff should focus on intellectual content, not on web formatting.
• It is hard to help people when everyone does their own thing.
Ideal Solution

- Standardized web interface for professional quality.
- A content information (text) input interface to feed website, no considering of web interface
- Easy publish and update
- Add-on components for customizing
Blog as Website

- Pre-designed themes as interface
- Text box as information input interface
- Easy for frequent update
Weblog vs Web development tool

- **Common**: no html skill required
- **Different**: 
  - MS FrontPage or Dreamweaver, you have to design every detail of website interface, layout
  - Weblog: you only work on your information text and select a pre-designed interface
Commercial blog vs Self-host

- Your own URL: maagblog.ysu.edu
- More control with the function and interface: design your own themes and plugins.
- More control with the blog owner: when someone out from your blog owner group
Hosting blog server VS Working on website

- For library staff: easy, convenient
- For webmaster: one hard work paid off
- Free from wasting time on web page design
In library service (blogging)

• Library news:  
  http://maagblog.ysu.edu/maaglibrary

• http://www.maag.ysu.edu

• A blog for a subject discussion:  
  http://maagblog.ysu.edu/maagbusinessblog/
In library service (website)

- Library subject guide page:
  http://maagblog.ysu.edu/rdault/

- BI class page:
  http://maagblog.ysu.edu/gfheller/
In University Teaching

• Easy to editing
• Add multi-media information
• Consistence: the post information will be kept for use again
• Well protected: password protected to view
In University Research

• Easy to update the latest research event
• Easy to maintain
• Discussion with the other scholars
How to work

• Logon to my blog to show the structure
• Create post to show blogging
• Create pages to show website function
• Password set up
• Change themes and plugins
Hosting (1)

• Open source =
Hosting (2)

- Blog software Wordpress
- Computer: Windows system, Unix/Linux system or Mac
- Apache server
- PHP
- mySQL or other database server
Hosting (3)

- Themes: download themes or design your own themes
- Plugins: so many you can select