# Library Content Strategy Resources

## Example library content strategies

<http://libguides.babson.edu/contentstrategy>

<http://www.bl.uk/aboutus/stratpolprog/contstrat/>

## Articles

Web archiving

<http://www.bl.uk/aboutus/stratpolprog/digi/webarch/index.html>

How librarians already “do” content strategy

<http://blog.braintraffic.com/2012/06/do-it-like-a-librarian-ranganathan-for-content-strategists/>

Toward a Content Strategy for UNLV Libraries Website

<http://www.library.unlv.edu/webbin_rebels/2010/01/toward-content-strategy-unlv-libraries-website.html>

New CML Website Sets Foundation for “My Library” Website

<http://www.urbanlibraries.org/new-cml-website-sets-foundation-for--my-library--strategy-innovation-129.php?page_id=38>

Digital Strategies for Libraries: The Library Website

<http://cecily.info/2012/08/19/digital-strategy-for-libraries-the-library-website/>

The Hierarchy of Content Needs: A New Model for Creating and Assessing Content

<http://siteimprove.com/blog/2013/7/9/the-hierarchy-of-content-needs-a-new-model-for-creating-and-assessing-content.aspx>

Libraries that are highlighting what patrons are doing (from http://www.walkingpaper.org)

LibraryYou from Escondido Public Library <http://libraryyou.escondido.org/>

Digital Media Lab from Skokie Public Library <http://blogs.skokielibrary.info/medialab/category/created-content/>

Some examples of bad websites

<http://sheppardlibrary.org/home>

<http://www.co.davidson.nc.us/library/>

<http://www.dixie.lib.ms.us/>

<http://www.germantownlibrarywi.org/>

<http://www.hart.lib.mi.us/>

<http://www.delaware.gov/Milton/>

Personas for Libraries

<http://www.steptwo.com.au/papers/kmc_macquariecasestudy/index.html>

<http://guides.lib.wayne.edu/personas>

<http://library.stanford.edu/blogs/library-website-redesign/2011/06/personas>

<http://libwebrarian.wordpress.com/2011/10/19/personas/>

<https://docs.google.com/document/d/1I3mhnQnCrvu92t-tyEByXDHO2YwGkcsAZDTeAShoeRc/edit>

<http://www.lib.ncsu.edu/userstudies/studies/2010personainterviewsredesign>

(lots of other links to information re their web efforts:

<http://www.lib.ncsu.edu/userstudies>

<http://prezi.com/eg4ekpmdsokq/the-ideal-user-experience-for-library-websites/>

## Websites about Libraries and the Web

List of library best-practice websites

<http://www.libsuccess.org/index.php?title=Website_Design>

<http://libwebrarian.wordpress.com/>

<http://1000libraries.net/>

http://www.walkingpaper.org/

## Books on Content Strategy

*Content Strategy for the Web* by Kristina Halvorson & Melissa Rach <http://www.contentstrategy.com>

*The Elements of Content Strategy* by Erin Kissane

<http://www.abookapart.com/products/the-elements-of-content-strategy>