

## *Content*

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- Focus on books, films, and music
- Any library material in the catalogue is suitable content for the blog, but be mindful of the audience

## *Length*

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- Short and sweet is preferred
- Aim for 350 words or less (transfer to “Continue Reading” after around 130 words by using “More Tag” button)

## *Images*

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- Use cover art images from the library’s catalogue whenever possible
- Hyperlink all cover art images back to the catalogue and create meaningful image title and alternate text

## *Style*

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- Create multiple points of access to materials by hyperlinking images and titles
- Be sure to use tags in all of your posts

## *Suggestions*

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- Interact with the other bloggers on For Your Leisure. If you demonstrate an interest, you will spark more curiosity about the blog and your post
- Respond to every comment that someone leaves on your blog
- Write great headlines and subject lines

## *Instructions*

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- Feel free to speak to any library staff for questions, suggestions and comments