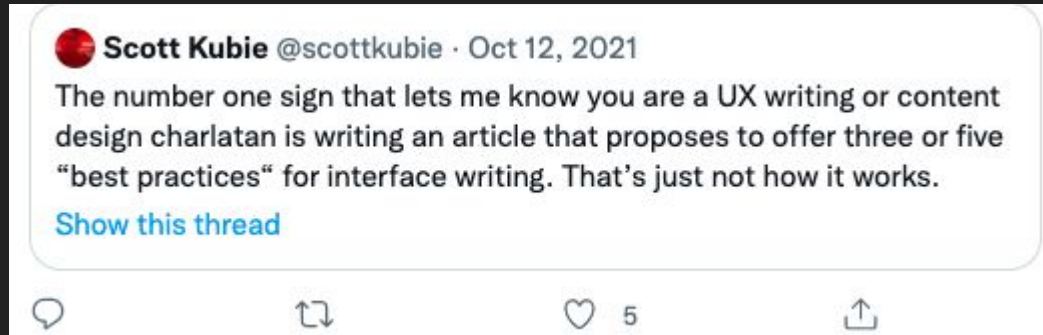


Creating a sustainable, user-centered website for academic libraries

Jaci Wilkinson

Head, Discovery & User Experience, Indiana University Libraries (Bloomington)



1. When & how to audit the content you manage.

2. Welcome all users with accessible representations of library spaces.

3. Ruthlessly identify what your social media presence is for.

4. How to structure the difference between research guides and the website.

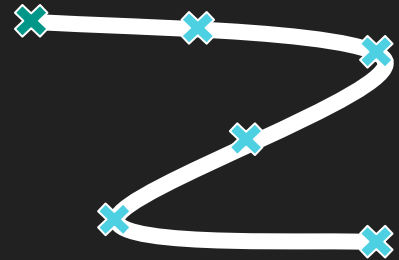
6. Focus the website on your library's REAL priorities.

5. Why describing the service is the service.

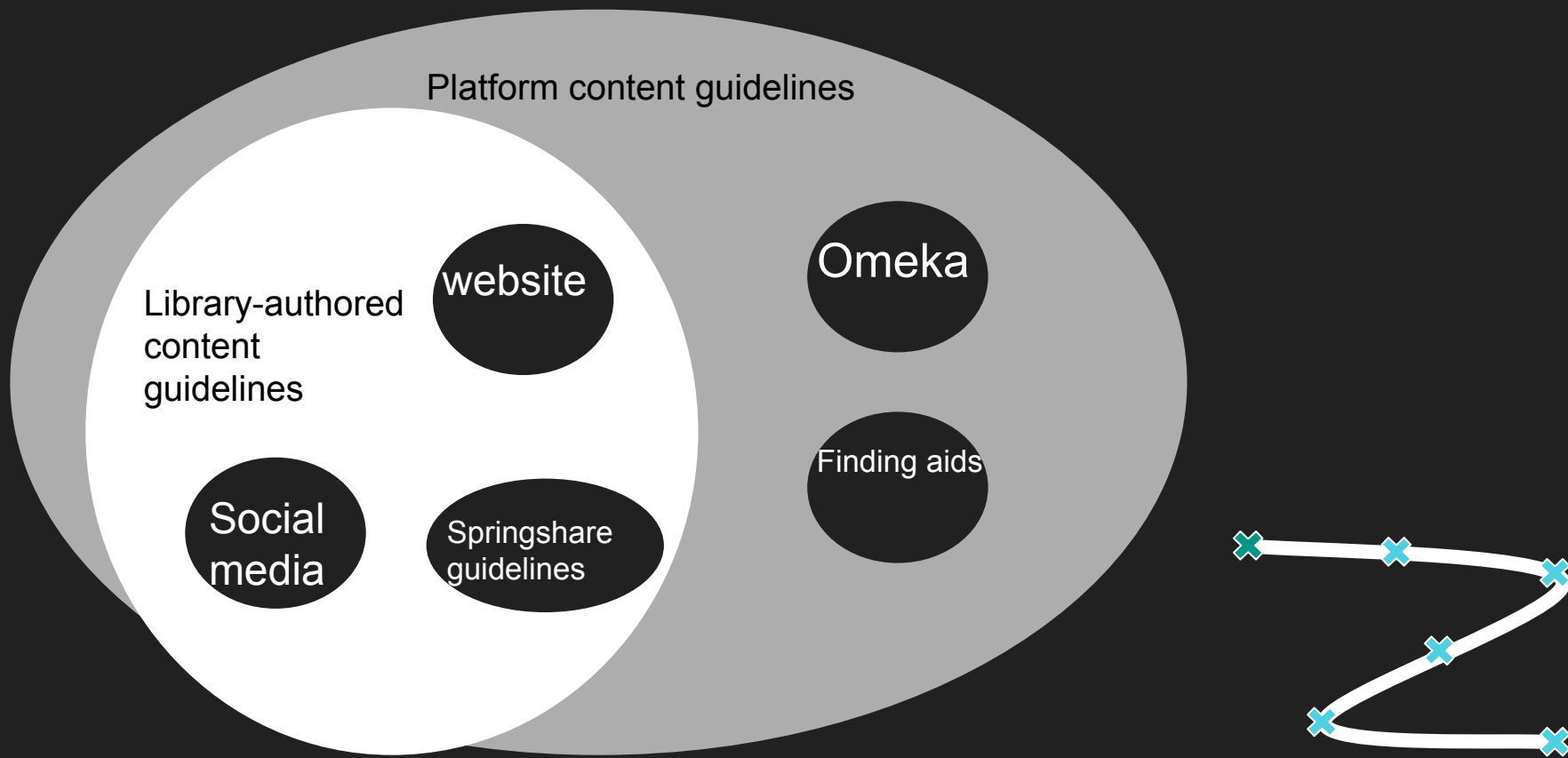


1. When & how to audit the content you manage.

1. Personnel leaving and joining
2. When a policy or practice changes
3. ALWAYS pair with an audit and revision of any corresponding internal policy
4. My essential internal policies for managing web content:
 - a. Library-authored web content policy (with a section on social media)
 - b. Springshare guidelines/training document
 - c. Platform content guidelines

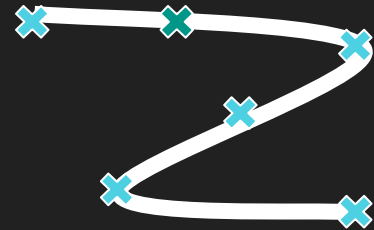


1. When & how to audit the content you manage.

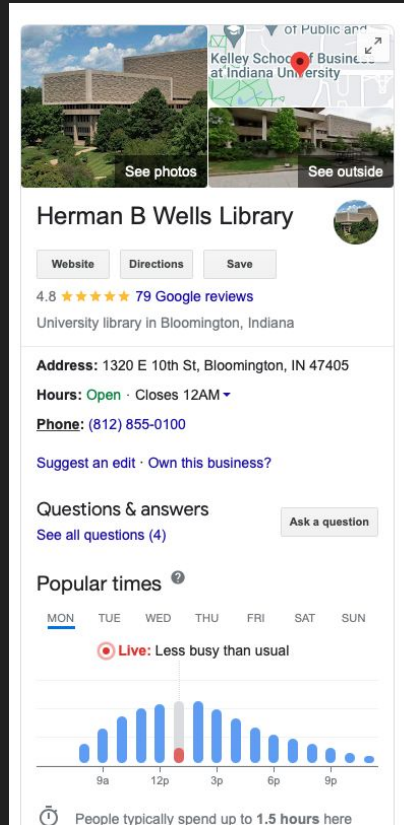


2. Welcome all users with accessible representations of library spaces.

1. Accessible video tours.
2. Entrance photos with **alt text** & detailed directions for accessible entrances.
3. NOT:
 - a. Specialized, inaccessible visualization tools embedded in the website.
4. Wilkinson, J., & Breneman, K. (2020). Bridging the Digital and the Physical User Experience: Analysis of Academic Library Floor Plans. *Journal of Web Librarianship*, 14(1-2), 28-51.
5. How can we prepare neurodivergent users for the sensory experience of our physical spaces?



2. Welcome all users with accessible representations of library spaces.



The screenshot shows a Google Business Profile for the Herman B Wells Library. At the top, there are two photo thumbnails: one of the library building and one of a map showing the location near the Kelley School of Business at Indiana University. Below the photos are buttons for 'See photos' and 'See outside'. The profile name is 'Herman B Wells Library' with a small profile picture. Below the name are buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.8-star rating from 79 Google reviews and is located at 1320 E 10th St, Bloomington, IN 47405. It is currently open, closing at 12AM. The phone number is (812) 855-0100. There are links to 'Suggest an edit' and 'Own this business?'. A 'Questions & answers' section shows 'See all questions (4)' and an 'Ask a question' button. A 'Popular times' chart shows activity throughout the day, with a 'Live' indicator showing 'Less busy than usual'. The chart shows activity from 9a to 9p, with a peak around 12p. A clock icon at the bottom indicates 'People typically spend up to 1.5 hours here'.

of Public and
Kelley School of Business
at Indiana University

See photos See outside

Herman B Wells Library

Website Directions Save

4.8 ★★★★★ 79 Google reviews

University library in Bloomington, Indiana

Address: 1320 E 10th St, Bloomington, IN 47405

Hours: Open - Closes 12AM ▾

Phone: (812) 855-0100

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[See all questions \(4\)](#) [Ask a question](#)

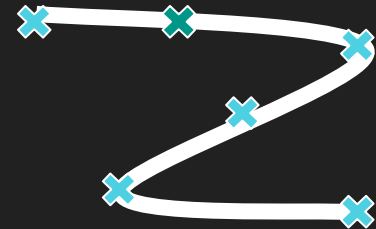
Popular times

MON TUE WED THU FRI SAT SUN

Live: Less busy than usual

9a 12p 3p 6p 9p

🕒 People typically spend up to 1.5 hours here



3. Ruthlessly identify what your social media presence is for.



Case study:

FLATTENED COPY

Examples from accessible-social.com

Green Bay Pac... @packers

Ready for our debut in the UK!

#GoPackGo

The Green Bay Packers are excited to make our international debut during the 2022 season. Our fans in the UK and elsewhere in Europe have been eagerly awaiting an opportunity to see the Packers play in their backyard and that desire becomes a reality this season.

It will be an honor to represent the NFL, as well as Green Bay and the state of Wisconsin, internationally. This will be a great opportunity to introduce Green Bay and our area to an international audience and encourage fans in the UK to visit us in person at Lambeau Field and Northeastern Wisconsin.

We're looking forward to playing in Tottenham Hotspur Stadium and reconnecting with their organization after they visited Lambeau Field prior to building their new stadium in 2016.

MARK MURPHY
PACKERS PRESIDENT/CEO

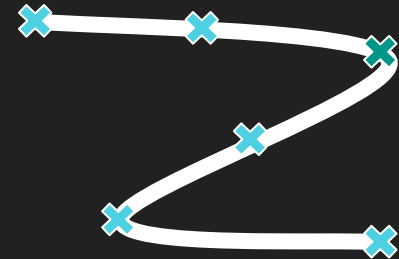
9:39 AM · Feb 28, 2022

Climate change is a code red for our nation — and we have no time to waste. That's why today, my Administration is announcing new actions that will reduce emissions across the industrial sector and create good-paying, union jobs.

whitehouse.gov

Fact Sheet: Biden-Harris Administration Advances ...

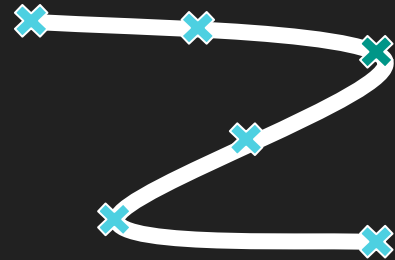
1:58 PM · Feb 15, 2022



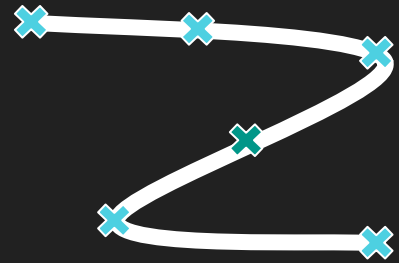
3. Ruthlessly identify what your social media presence is for.

Activities to help:

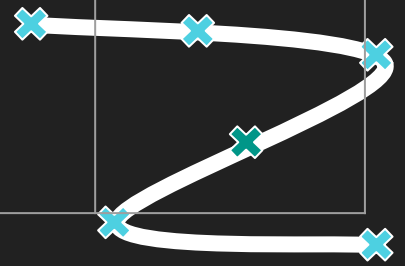
1. Adjective activity
2. Stakeholder activity
3. If (insert social media account) is the answer, what is the question?



4. How to structure the difference between research guides and the library website.

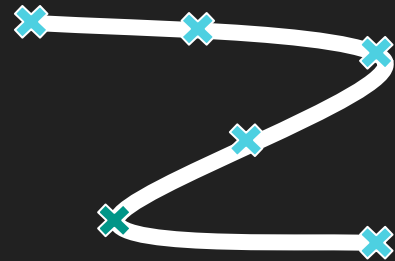


Platform	Audience(s)	Content description	What isn't meant to go here?	Managing dept
Springshare LibGuides	Students and researchers looking for specific course or discipline research information.	Lists of journals, databases, books, and other pertinent resources for courses (course guides) or disciplines/specialized research areas (research guides). Bibliographies and pathfinders (unless meant to be a fixed, published research artifact, then consider IUScholarWorks). Private, internal guides can be created for training purposes, etc.	Information about library services, resources, or spaces. Event information for specific courses/disciplines can be imported through a widget.	DUX
Library Website (Drupal)	We serve the research and learning communities of Indiana University Bloomington including faculty, students, staff, researchers, and the wider Bloomington community. Our largest user group is undergraduate students. Creator should have a specific audience in mind.	Descriptions of library spaces, services, and policies. Additionally, descriptions of collections using the collection content type . Pages or collections of services for specific user groups (e.g. graduate students, international students). Blog posts are imported as news items. Library events are input using Livewhale (see below).	PDFs, course handouts, internal documentation, finding aids, CVs, or lists of catalog items.	DUX



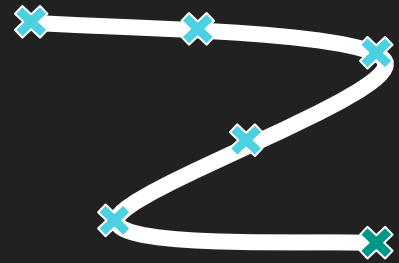
5. Why describing the service is the service.

Description = access = equity



6.Extra! Focus the website on your library's *real* priorities.

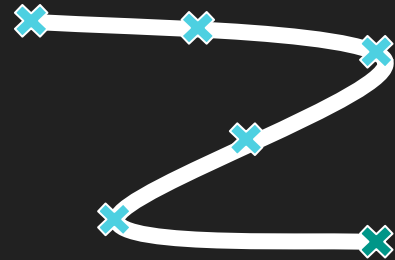
What are the two biggest expenditures in any library budget?



6.Extra! Focus the website on your library's *real* priorities.

#1 Database subscriptions

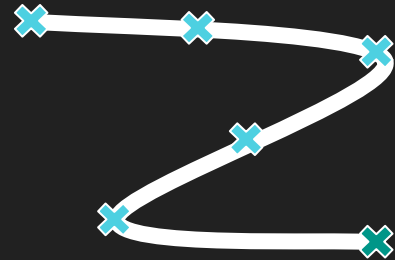
#2 ??



6.Extra! Focus the website on your library's *real* priorities.

#1 Database subscriptions

#2 Personnel (expertise)



Questions? Jaci Wilkinson wilkinj@iu.edu

