OU Libraries Content Strategy
### Default Channel Grouping

<table>
<thead>
<tr>
<th>Channel</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Users</td>
<td>38,186</td>
<td>32.10%</td>
<td>12,257</td>
</tr>
<tr>
<td>Referral</td>
<td>13,923</td>
<td>13.01%</td>
<td>1,812 (14.71%)</td>
</tr>
<tr>
<td>Organic Search</td>
<td>12,595</td>
<td>30.50%</td>
<td>3,841 (31.34%)</td>
</tr>
<tr>
<td>Direct</td>
<td>11,434</td>
<td>57.05%</td>
<td>6,523 (63.22%)</td>
</tr>
<tr>
<td>Social</td>
<td>234</td>
<td>34.62%</td>
<td>81 (0.66%)</td>
</tr>
</tbody>
</table>

*Note: % of Total values may not sum up exactly due to rounding.*
## Summary

**Sessions**
- Total Sessions: 2,000
- **May 3**: 1,000
- **May 6**: 1,000

## Primary Dimension: Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>% Change</th>
<th>% New Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ou-primo.hosted.elifirisgroup.com</td>
<td>3,088</td>
<td>21.35%</td>
<td>1.26%</td>
<td>48</td>
</tr>
<tr>
<td>2. na02.alma.elifirisgroup.com</td>
<td>2,860</td>
<td>21.26%</td>
<td>2.38%</td>
<td>70</td>
</tr>
<tr>
<td>3. ou.edu</td>
<td>1,870</td>
<td>12.43%</td>
<td>23.90%</td>
<td>447</td>
</tr>
<tr>
<td>4. guides.ou.edu</td>
<td>781</td>
<td>5.61%</td>
<td>1.79%</td>
<td>14</td>
</tr>
<tr>
<td>5. scholar.google.com</td>
<td>348</td>
<td>2.50%</td>
<td>80.75%</td>
<td>281</td>
</tr>
<tr>
<td>6. galileo.ou.edu</td>
<td>302</td>
<td>2.17%</td>
<td>5.96%</td>
<td>18</td>
</tr>
<tr>
<td>7. ill.libraries.ou.edu</td>
<td>301</td>
<td>2.15%</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>8. learn.ou.edu</td>
<td>286</td>
<td>2.85%</td>
<td>9.44%</td>
<td>27</td>
</tr>
<tr>
<td>9. jstor.org</td>
<td>249</td>
<td>1.73%</td>
<td>20.08%</td>
<td>50</td>
</tr>
<tr>
<td>10. web.a.ebscohost.com.ezproxy.lib.ou.edu</td>
<td>198</td>
<td>1.43%</td>
<td>0.51%</td>
<td>1</td>
</tr>
</tbody>
</table>
LibGuides 2015 vs. Main Library 2015

1,000,000
Why do we need content maintainers and a content policy?
Content Platforms

**BLOGS**

*Purpose:* Provide in-depth information about a particular discipline, encourage engagement, and dialog within a professional community.

**LIBRARIES’ WEBSITE**

*Purpose:* The definitive source of information for the libraries, access point for essential online services. Represents the brand for OU Libraries: libraries.ou.edu

**LIBGUIDES**

*Purpose:* To provide in-depth research assistance by subjects, as well as research support for courses and special topics.

**LIBCAL**

*Purpose:* To provide a room booking platform, and calendars for maintaining research consultations and appointment requests with patrons.
Libraries 2.0

- Open CMS: Services, Policies, Locations, Events, Announcements
- Room Information: enhanced information, photos, integration
- Event integration: integrated into location pages
- Room reservation: better document, policies, streamlines, integrated
- Floor Maps: interactive, clickable
- Video Gallery
- Site Speed
- New Location Index with new locations
Content Strategy Goals

• Ensure public content is accurate, relevant, and reflects the current state of the libraries.

• Create a definitive, accurate source of information to which other systems will link.

• Create a unified voice and visual brand across all content and service platforms.

• Create user-centered policies governing the creation of Web content.

• Ensure that content supports the mission of the libraries and the university.

• Ensure that content meets communication objectives.
Writing for the Web

• Identify your goal
• Identify the agency
• Identify the medium
• Craft the message
Libraries.ou.edu

**Purpose:** to be the definitive source of information for the libraries & resource for online services.

LibGuides

**Purpose:** to provide assistance with research help.

Blogs

**Purpose:** Provide in-depth and qualitative information.

Social Media

**Purpose:** fast, frequent and informal updates and a medium for *dialogue.*
Crafting the Message
Readability/ Simplify

• The average person only reads 20% of the content on a web page
• Active voice:
  “At the heart of every good sentence is a strong, precise verb”
  -Someone online
• Pay attention to the reading level
• Inverted pyramid
Visit the OU Writing Center at the Helmerich Collaborative Learning Center on LL1.

- Writing consultations
- Citation help
- Publishing Guidance

Sunday, Monday, Tuesday from 5 PM - 9 PM

write.ou.edu
Bizzell Memorial Library is located in the heart of the Norman campus, just east of the iconic clock tower. Students, faculty, and staff can visit to find study areas, get research assistance, borrow materials, use computer workstations, or visit the Bookmark Cafe on lower level one. Some notable spaces within Bizzell include the newly renovated Helmerich Collaborative Learning Center, the iconic Great Reading Room, and the world renowned History of Science Collections.

<table>
<thead>
<tr>
<th>Counts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>72</td>
</tr>
<tr>
<td>Characters</td>
<td>400</td>
</tr>
<tr>
<td>Paragraphs</td>
<td>1</td>
</tr>
<tr>
<td>Sentences</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Averages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentences per Paragraph</td>
<td>3</td>
</tr>
<tr>
<td>Words per Sentence</td>
<td>24</td>
</tr>
<tr>
<td>Characters per Word</td>
<td>5.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Readability</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Flesch Reading Ease</td>
<td>28.5</td>
</tr>
<tr>
<td>Flesch-Kincaid Grade Level</td>
<td>12</td>
</tr>
</tbody>
</table>
Bizzell Memorial Library is located in the center of campus, east of the clock tower. Resources and services available to students, faculty and staff include:

- Research help
- Textbooks on Reserve
- Computer workstations
- Technology lending
- Quiet and group study spaces
An Exhibition without Walls
20 Exhibits • 7 Locations • 3 Campuses

In celebration of OU's 150th anniversary, Galileo's World is a series of exhibits, events, and programs at the Bizzell Memorial Library, the Sam Noble Museum, the National Weather Center, the Fred Jones Jr. Museum of Art, Hodding Tikal Hall, the Robert M. Bird Health Sciences Library, and the OU-Tulsa Schusterman Library. Starting August 2015 through 2016, Galileo's World illustrates connections between science, art, literature, music, religion, philosophy, politics, and culture.

Plan Your Visit

Browse the Virtual Exhibit

Log in
Log in for access to My Itinerary.

Register for an account if you do not have one.

Search

Aug 31
Exhibitions Close
The exhibition closes in all satellite locations.

Sep 05
'Galileo's World' returns to the Bizzell Memorial Library's special collections
Galileo's World reopens in the History of Science Collections for a
short period.

galileo.ou.edu

Search

Log in

Register
Be your own journalist

• Identify the most important concept.
• What else should the reader know?
• Where can the reader find more information?
From the outset, uptake of emerging technologies by students and instructors has been hampered by the false perception that such tools required advanced training; or expensive equipment; or constant oversight (e.g. strict staffing models). The demystification of some particularly open-ended or empowering technologies, then, is the goal of the new OU Libraries EDGE space. With an ongoing workshop series, flexible hours, and the latest technology platforms, researchers and instructors can leverage the EDGE to engage with and deploy the latest technology for the benefit of the OU community. Learn More
Innovation @ the EDGE opened spring 2016 to provide a space for visitors to the space to explore emerging technologies and engage with their research in new and innovative ways.

The EDGE is another step towards solidifying OU Libraries’ role as the intellectual crossroads of the University.

The EDGE is available for walk-in use to all OU students, faculty and staff, and offers structured workshops on three technologies:

- 3D Print Workshop
- Microcontroller Workshop
- Virtual Reality Workshop

Visit the **EDGE web page** for more information about Innovation @ the EDGE.
Web Content fundamentals

• Be concise: short words, short sentences, short paragraphs
• Active voice
• 1 concept per paragraph
• Check redundancy: Do you repeat words or concepts?
• Make lists
• Use quality media
• Be your own journalist (inverted pyramid)
• Hyperlink the concept, not “more information” or “click here”.
• READ IT OUT LOUD