



## University Libraries Content Strategy

The University Libraries' content strategy sets forth a plan for the long-term management of public content to ensure that it is accurate, timely, and supports the goals of the libraries and the university, as well as current branding and style guidelines. This plan serves as a policy and guideline document for all content platforms hosting public content at University Libraries. This is a living document that will be continually updated as new policies are needed.

### Goals

The following goals govern the development of the content strategy policy:

1. Ensure public content is accurate, relevant, and reflects the current state of the libraries.
2. Create a definitive, accurate source of information to which other systems will link.
3. Create a unified voice and visual brand across all content and service platforms.
4. Create user-centered policies governing the creation of Web content.
5. Ensure that content supports the mission of the libraries and the university.
6. Ensure that content meets communication objectives.

### General Guidelines

University Libraries has multiple content platforms that comprise our online presence. The following guidelines are to ensure that these platforms work in tandem to provide accurate information that reflects the libraries' branding. These guidelines are based on the best practices for complex content management systems.

#### Duplication of Content

One of the risks of having multiple content platforms is the replication of content across platforms. When the same piece of content lives in more than one place, it is easy for it to become out of sync. This increases the likelihood of out-dated, conflicting, and inaccurate information.

UL Content will have a definitive source that can be linked to, rather than replicated, in other systems. For example, location managers should not replicate their hours on their unit blog, but rather link to the hours on their unit page.

## **Definitive Sources**

This content strategy helps identify what kind of content each platform will host, and where the definitive sources for particular kinds of information lives. By adhering to these guidelines, we can reduce the risk of replicating content in multiple places. For example, the libraries' website is the definitive source for information relating to services, policies, news, events, location information, e-resource access, and employee information. Information in these categories should not be authored or replicated in other platforms, but rather linked.

See [Appendix A](#) for a list of platforms and the information for which they serve as the definitive source.

## **ADA and 503 Compliance**

All content and platforms must adhere to web accessibility standards, including but not limited to the following:

- Alt text used for images
- Online videos captioned
- Descriptive links

## **Content Audit**

Content will be reviewed on a scheduled basis to ensure that it is accurate, timely, and adheres to university branding. The audit will review:

- internal and external links
- accuracy of information
- spelling, grammar, format
- visual and written branding
- web-content best practices

For more information about the content audit process, please view [Appendix B](#).

## **New Platforms & Projects**

New platforms developed and adopted by University Libraries that deliver public facing content should be approved by both the Senior Team and the Web Steering Committee and complete the following steps:

- Provide a point of contact for the maintenance of content, feature development, and branding whether that be the Web Service department, or an independant project manager.
- Provide information on how the content will be developed and maintained, when it will be reviewed, and by whom. Generally new platforms will need to be added to the content audit workflow, and be accounted for in the content strategy documentation.
- Provide a branding strategy that adheres to current branding and style guidelines in conjunction with Web Services to provide seamless transitioning between systems for users.
- Identify and develop new content that needs to be integrated into the libraries' website such as additional service pages, policy documents, points of contact, and other additional information.
- Provide a communication plan in conjunction with the Communications Coordinator for spreading awareness for the new platform including, but not limited to: announcements, events, weekly updates, social media posts, showcases, etc.

## Specific Guidelines

### Banners

- Banners that rotate on the libraries' website will be evaluated each semester to reflect current library culture and services.
- Banners may be changed to reflect time of season or significant campus events at the discretion of the Communications Coordinator and senior administration.
- Custom banners may be displayed for content critical to the libraries at the discretion of the Communications Coordinator and senior administration.
- Custom banners will be displayed during inclement weather and closings to alert the public by Web Services as coordinated by senior administration.
- Approval for custom rotating banners will be reviewed by the Communications Coordinator, Web Services, and other vested parties as needed.

- Custom banners will be designed with the oversight of Web Services for optimal branding and consistency.

## Research Guides

- Research Guides will be used to produce guides appropriate for research assistance. A research guide should not be used as a replacement for a unit page, a blog, or authoring web content that needs to live on the libraries' website.
- The Research Guide platform will be branded and be seamless with the libraries' website.
- Libguides Task Force will determine the organizational structure of the Research Guides main page, as well as a creating a standard template for all guides.
- Guides should be written with best practices in mind for web-based content.
- Research guide subjects should match the subject list for the resources by subject pages so that there is one definitive list of subjects across all platforms.
- New guides should be registered on the main library website so that they are available to the My Library feature for patrons.
- Research guides should be available in the Discover search results.
- Guides developed for courses should follow the following formula: Course Code -- Course Name. If there is more than one section, Course Instructor and semester may be added if needed. Ex: Hist 101 -- US History (Orville and Wilbur, Spring 2013)
- Guides developed for courses should be assigned a subject so they can be easily located within the platform and on the libraries' website.
- Guides will have a standardized homepage to create uniformity.

## Signage

Digital signage is available on three monitors located on the main floor and Lower Level I to advertise campus and library events and services.

Digital signage is available for:

- Public events sponsored by University Libraries and campus partners.
- Special events relevant to the general OU Community.

- Services, announcements, and initiatives relating to the libraries.
- Inclement weather and safe refuge announcements will be posted to alert the general public by Web Services in coordination with senior administration.
- The Communications Coordinator will address any concerns about the validity of a digital signage request.

Generally, signage is not displayed for individual courses, closed groups, or non-campus affiliated activities. University Libraries reserves the rights to make a determination about signage on a case by case basis.

### Media Inquiries

All inquiries made by members of the media, including student media, referring to University Libraries or any of its initiatives should be referred to Communications Coordinator.

Media inquiries consist of:

- Reporters representing any physical or digital publication seeking information about the University Libraries or programs, events, initiatives, projects, holdings, etc.
- Any member of the public requesting information about the Libraries with the intent to publish said information in a manner beyond an academic scope.

Attempts to reach out to the media for various purposes should be requested through the Communications Coordinator.

### Library-hosted Blogs

University Libraries will be developing a library-hosted solution for unit, project, and professional blogs. These blogs are designed to provide in-depth, conversational information to users that **does not** duplicate or replicate information being provided by the main website.

- Library bloggers will be offered a training on using Wordpress and writing for the web, as well as agree to adhere to the guidelines of the content strategy.
- Library Tech Platforms and Web Services will provide bloggers with a library branded url and template for their blog, as well as integration into both the main library website and the libraries' blogging infrastructure. Migration assistance is possible for existing blogs.

- Basic backups and troubleshooting will be provided, however additional in-depth assistance with maintaining a blog or adding new features will not be available.
- Content such as description of services, hours, events, and policies will need to be hosted on the main library website for the benefit of all library patrons and available in the site search. This information may be linked on the blog.

## Branding

Use the following guidelines when referring to OU Libraries in written communications. Please review the [OU Web Communications Guidelines](#) for more information about fonts, colors, and approved logos.

### Written Brand

- The organization will be referred to as: OU Libraries | University Libraries | University of Oklahoma Libraries and is treated as a singular entity.
- When not using the full title upon second reference, libraries should be lowercased, as should university and collections.
- When speaking of the entire library system, use OU Libraries, University Libraries, or the University of Oklahoma Libraries rather than Bizzell Memorial Library.
- Bizzell should be referred to as either Bizzell Memorial Library or Bizzell, not Bizzell Library.
- When referring to named spaces, include the full name of the donor in the initial mention (i.e. Peggy V. Helmerich Collaborative Learning Center) before reducing it to the common name (HCLC or Collaborative Learning Center).
- Avoid jargon and undefined acronyms. The first time you refer to a service or item on a page, use the full name followed by the appropriate acronym if you want to use the acronym later in the text (i.e. Interlibrary Loan (ILL)).
- When referring to a space upon first reference, use the official name to ensure consistency among writers and reduce confusion among our users, upon second reference, use of the approved abbreviation is acceptable.

## Visual Brand (Digital)

- Conform to the University of Oklahoma Web Communications guidelines for [Usability and Accessibility](#) including global OU header and footer.
- Conform to OU Web Communications guidelines for [Color](#). Variations of grey are acceptable including: #f1f1f1 #3d3d3d
- Conform to OU Web Communications guidelines for [Fonts](#).
- Conform to OU Web Communications guidelines for [Logos & Wordmarks](#).

## Visual Brand (Print)

- Conform to the University of Oklahoma Public Affairs guidelines for [Print](#), including appropriate fonts, colors, and disclaimers.
- Must contain the official University Libraries logo
- Any print materials intended for public distribution must be submitted to the Communications Coordinator for review.

## Social Media Guidelines

University Libraries social media platforms share information that is audience-specific, timely, consistent, and relevant. Individual units are responsible for maintaining their own social media accounts. University Libraries Communication Coordinator must have admin access to any account maintained by OU Libraries departments or branches for the purpose of sharing official content.

University Libraries official social media accounts:

- Facebook.com/UniversityLibraries
- Twitter: @OU\_Libraries
- Instagram: @OULibraries
- YouTube.com/OULibraryOverview

Social media managers are responsible for:

- Having a goal for their accounts and messaging.
- Sharing accurate information.
- Creating content that is relevant to their audiences and abides by University of Oklahoma Web Communications [Policy](#).

- Monitoring accounts daily and responding to direct messages, comments, and posts to page within 48 hours.



# Appendix A: Content Inventory

## Source of Information by Platform

Below is an inventory of platforms currently producing content under the guidance of the content strategy policy. The chart indicates which platforms are definitive sources for which pieces of content, and can serve as a guide. The chart also indicates who the responsible parties are for various platforms.

Platform	Definitive Source	Responsible Parties
<p><b>Main Library Website</b></p>	<p>This site is the definitive source for information on</p> <ul style="list-style-type: none"> <li>- locations and units</li> <li>- services &amp; policies</li> <li>- news &amp; events</li> <li>- research help &amp; tools</li> <li>- online resources</li> <li>- contact information</li> <li>- organizational information</li> <li>- mission &amp; goals</li> </ul>	<p><b>Web Services</b> - Interface design, features, structure.</p> <p><b>Web Steering Committee</b> - overarching content strategy and cross-departmental feature development.</p> <p><b>Units &amp; Locations</b> - policies, services, location and unit pages.</p> <p><b>Communications</b> - branding, events, announcements, special publications.</p>
<p><b>Exhibit Websites</b> e.g. Galileo's World</p>	<p>These sites are the definitive source for information about:</p> <ul style="list-style-type: none"> <li>- location &amp; visitor info</li> <li>- items on displays</li> <li>- digital exhibit features</li> <li>- news &amp; events</li> <li>- contact information</li> <li>- supplemental resources</li> </ul>	<p><b>Web Services</b> - Interface design, features, structure.</p> <p><b>Exhibit Coordinator/Committee</b> - logistical exhibit information and content.</p> <p><b>Special Collections</b> - subject expertise and content planning.</p> <p><b>Communications</b> - branding, events,</p>

		announcements, special publications.
<b>Other Library Supported Sites</b>  e.g. document registry	Sites include the Document Registry, Masterplan, Digital Signage Request.	<b>Web Services</b> - Interface design, features, structure.  <b>Web Steering Committee</b> - overarching content strategy and cross-departmental feature development.  <b>Communications</b> - branding, content..
<b>Project Sites</b>  e.g. Scholarly Asset Registry (rdar.ou.edu)	Sites not maintained by Web Services but associated with the libraries.	<b>Project maintainer</b> - maintenance, content development, feature development.  *Must follow UL branding guidelines.
<b>LibGuides</b>	This is the definitive source for information on research help, subject-specific resource curation, library instruction.	<b>Web Services</b> - Interface design, some features.  <b>LibGuides Taskforce</b> - information architecture, content development, training, troubleshooting, policy development, standardization.
<b>Library-hosted blogs</b>	Provide in-depth and qualitative information for locations, units, individuals on special projects, initiatives, professional topics, articles, research activities, general discussion.	<b>Web Services</b> - University Libraries branded template, basic support, training.  <b>Library Tech Platforms</b> - infrastructure, backups.  <b>Web Steering Committee</b> - overarching content strategy.  <b>Communications</b> - branding, training, content development guidance.  <b>Blog Owner</b> - content

		creation.
<b>Social Media Platforms</b>	Provide continual contact with patrons and provide current timely information on special events, highlight specific services, photos, location-specific announcements.	<b>Communications</b> - overarching content strategy, guidelines, policies, training. <b>Branches &amp; Units</b> - regular content development.
<b>Digital Signage (Industry Weapon)</b>	Runs the digital signage on 5 monitors (a library campaign and a 5th floor special collection campaign)	<b>Web Services</b> - template, event posting. <b>Communications</b> - branding, content development
<b>Repositories</b> e.g. special collections repository	Hosts content to serve as a resource for campus community	<b>Repository Services</b> - content developers, maintainers, guidelines. <b>Web Services</b> - branding and style guidance
<b>NavApp</b>	Provides links to information on the main site as well as indoor navigation.	<b>NavApp Coordinator</b> - content developer, interface design.
<b>LibCal</b>	For room booking information and workshop registration. Not for event promotion as an events calendar is already developed on main website.	<b>LibCal Coordinator</b> - training, maintenance, account creation <b>Web Services</b> - branding
<b>Ask Us</b>	The online chat widget for reference questions.	<b>Head of Undergraduate Services</b> - maintenance, services <b>Web Services</b> - integration onto website

## Inventory of Information by Content Type

The following inventory describes University Libraries public facing content, who is responsible for its accuracy, and when it is scheduled to be reviewed.

<b>Content</b>	<b>Description</b>	<b>Owner</b>	<b>When reviewed</b>
<b>Hours</b>	Hours per location	- <b>Location manager</b>	Reviewed in August, December, May.
<b>Library Events</b>	Information about library-sponsored events	- <b>Communications</b>	Updates happen at time event is entered and as needed.  Archived for one year.
<b>Digital Signage</b>	Information about campus community events, including library events and services.	- <b>Web Services</b> - <b>Communications</b>	Updates happen at time event is entered and as needed.  Reviewed in August.
<b>Announcements</b>	Information critical for the public not related to events	- <b>Communications</b>	Updates happen at time event is entered and as needed.  Archived for one year.
<b>Banners</b>	The rotating banners on the home page.	- <b>Web Services</b> - <b>Communications</b>	Reviewed in August, January, May.  Inclement Weather and unscheduled library closings are coordinated between Web Services and library administration
<b>Databases &amp; E-Reference Materials</b>	The public list maintained on the library website	- <b>Scholarly Resources &amp; Service</b>	Reviewed in July - August  Maintenance edits as needed by

			e-resource management team.
<b>Research Guides</b>	Guides from guides.ou.edu listed on main site	- <b>Guide Owner</b> - <b>LibGuides Task Force</b>	Reviewed in July - August.  Maintenance edits as needed.
<b>Resource by Subject</b>	Curated list of databases and guides on the Resources by Subject page	- <b>Subject Librarians</b>	Reviewed in July - August.  Maintenance edits as needed.
<b>Location Information</b>	Information listed on a location page including: contact, image, description, social media accounts, resources.	- <b>Location Manager</b>	Reviewed in Nov - Dec  Maintenance edits as needed.
<b>Employee Directory</b>	A directory of library employees	- <b>Library HR</b> - <b>Web Services</b>	Reviewed in Nov - Dec  Maintenance edits as needed.
<b>Unit Information</b>	Information listed on a unit page including: contact, image, description, resources	- <b>Unit Manager</b>	Reviewed in Nov - Dec.  Maintenance edits as needed.
<b>Services</b>	A description of services	TBD	Reviewed in May.  Maintenance edits as needed.
<b>Policies</b>	A description of official policies	TBD	Reviewed in May.  Maintenance edits as needed.

<b>Special Collections Newsletter</b>	Special publication highlighting initiatives happening in special collections	- <b>Communications</b>	Biannual publication Posted on site.
<b>Annual Report</b>	A yearly report that provides the state of the UL libraries	- <b>Communications</b> - <b>Senior Team</b>	Published annually. Posted on site.
<b>Press Releases &amp; Articles</b>	Public announcements for the libraries	- <b>Communications</b>	Published as needed.
<b>Library Videos</b>	YouTube videos that highlight services and other initiatives	- <b>Communications</b>	Posted as needed.
<b>Social Media Posts</b>	Posts on social media accounts	- <b>Communications</b> - <b>Location Manager</b>	Each entity is responsible for posts.  Update plan not needed.
<b>Blog Postings</b>	Postings on unit and personal blogs	- <b>Blog owner</b>	Each entity is responsible for posts.
<b>All publicly distributed content</b>	Any content intended for public, rather than internal communication (i.e. brochures, posters, etc.)	- <b>Communications</b>	Developed as needed in conjunction with Communications Coordinator.

# Appendix B: Content Audit

## Annual Schedule

Content will be reviewed on the schedule below to ensure that it is up-to-date and accurate for our audience. The content review is staggered throughout the year to alleviate the burden on any one department. Web Services will lead the content audit by sending reminder emails to responsible parties and following up to make sure content is reviewed.

<b>Date</b>	<b>Content to be Reviewed</b>
<b>June - August</b>	Fall Hours Banners Databases & E-Reference Materials Research Guides Resource by Subject pages Content Strategy Document
<b>Dec - Jan</b>	Spring Hours Banners Locations Unit Employee Contact
<b>April - May</b>	Summer Hours Banners Services Policies