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**What is *Beyond the Shelves*?**

*Beyond the Shelves* (The Library’s blog) is a way to share long-form posts that would not work well with our social media platforms. We have been beta testing it this year with no online promotion, and the Communications Committee is just about ready to do a full rollout.

**Where can I find *Beyond the Shelves*?**

<https://www.dcls.org/beyond_the_shelves> or <https://www.dcls.org/BeyondTheShelves> (Both go to the same place)

**Will *Beyond the Shelves* be advertised on the website?**

Yes. Currently the only way to access it is by direct link, but we soon will be pushing it heavily on the website and in other communications. The Communications Committee is working on developing a promotional plan for *Beyond the Shelves*. That plan should go into effect starting March 1, 2020.

**What is the plan for posting content?**

The Communications Committee has discussed this, and in an effort to not over burden any one department or library, blog posts will be categorized in 4 areas to start with and posted weekly:

Week 1 Collection Promotion – themed digital materials display

Week 2 Reference themed posts

Week 3 Programming Announcements and follow-up commentary and photos

Week 4 Misc. posts including: (Tina will be responsible for gathering)

* Kid’s corner
* Staff Picks with reviews
* "Library Stories" where we interview individual library users
* Funny things that happened, a la "a day in the life of a librarian"
* Mission moments

**Can staff contribute to *Beyond the Shelves*?**

***Yes!*** In fact, we encourage it. We want *Beyond the Shelves* to be a creative outlet for staff that are willing to contribute. Do you have a team member who is an aspiring writer? Maybe you just want to share a fun story? If so, we strongly encourage contributions.

**How will themes be chosen?**

Themes and blog post topics will be chosen by staff in various departments and libraries. Staff may get suggestions from their supervisor or the Communications Committee related to activities that are going on throughout the system.

**How does staff make submissions?**

Simple! We ask that staff submit a Microsoft Word file along with relevant images to the [website update form](http://www.myorderdesk.com/FormV2.asp?Provider_ID=963769&OrderFormID=456360&CatalogID=0) on the CR portal. Choose the “Blog post” option box and fill in the text box indicating the section (Collections, Reference, Programming/Outreach, Misc.) the year and month to publish. Then upload your Word document and separate images using the “Add files” button. (please don’t include your images in your word document, they don’t always translate well this way)

**What are the requirement submissions?**

If you’re submitting a post, we ask that authors proofread posts. We will do so as well, but we would prefer to work as a second set of eyes rather than the first editor. Bog posts work best if they are two paragraphs or longer. Shorter submissions should be submitted as social media posts, please. And feel free to submit images of your choosing, we’ll try to include as many as possible.

**How much time should staff be spending on writing blog posts?**

We are leaving this up to the discretion of supervisors. We want staff to be able to contribute when they can, without having it interfere with the duties of their position. Please consult with your supervisor to see how you can help to contribute to the Beyond the Shelves Blog.

**Other questions**

If you have further questions regarding this process, please direct them to either Tina Lauver or Jeremy Eye.

Schedule for Blog Posts

Posts will go up on Friday of each week

Staff should submit their post the Monday prior to posting

Example schedule for September 2019

Collection Development Team member submits Tuesday, September 3

Jeremy will post on Friday, September 6

Reference Department Team member submits Monday, September 9

Jeremy will post on Friday, September 13

Programming/Outreach Department Team member submits Monday, September 16

Jeremy will post on Friday, September 20

Miscellaneous post submitted on Monday, September 23

Jeremy will post on Friday, September 27