

## Tips for Manifold Greatness blog posts

This memo answers the following questions about the *Manifold Greatness* blog, [www.manifoldgreatness.org/blog](http://www.manifoldgreatness.org/blog).

*How to choose a topic?*

*How many posts?*

*When (what dates) to provide blog posts?*

*How long should a post be?*

*Is there a blog "style"?*

*What about photos?*

*What are the last steps for finishing and publishing the post?*

### *How to choose a topic?*

The best way to get a feel for a good topic for this blog is to look through a few months of previous posts. You can see that they include some very short updates, embedded videos, or even cross-posted entries from other blogs. You may also want to highlight content you've created on a social media site (perhaps a Flickr photo set from an event or children's art competition), in which case you'd write a blog post about it and include the link. Most of the blog posts, though, are short essay-like pieces with focused topics, such as the story of a particular rare Bible.

The blog is, of course, a great way to build interest in your exhibit of *Manifold Greatness* and related public programs. When you blog about them—and we encourage you to—we're hoping you can share a few additional insights or information that will be of interest to readers from outside the area, too (in other words, not just the hours, location, and parking that local visitors need). For example, if there's an event at which local family Bibles are shared and discussed, it would be great to share a little about the kinds of Bibles that were brought in and what was written in them. If there's a program tied to a local historic event or figure, or nearby rare books collection, we'd love to know more about the event, person, or collection through the blog post. Maybe a lecturer would let you post a very short, interesting excerpt from his or her talk. And so on.

We'd be happy to brainstorm blog post topics with you on the phone or by e-mail.

### *How many posts?*

Please provide a minimum of three blog posts during your exhibit of *Manifold Greatness* – but please don't limit yourself to three. We can use much more than that, and we think you'll find the blog enhances your *Manifold Greatness* experience.

***When (what dates) to provide blog posts?***

You can certainly post to the blog a little before the exhibit arrives, and a bit afterwards, as you continue to consolidate content that came in during the exhibit, but we see the blog as primarily useful to you during the weeks that *Manifold Greatness* is on exhibit at your library.

For our planning purposes, it would be very helpful to get a sense of when (what dates), within that exhibit timeframe, you're likely to send us your blog posts, but we understand this sometimes isn't known in advance and we can certainly go with the flow as needed. You should never find yourself "holding off" on sharing a completed blog post on our account. We're always eager to see them.

***How long should a post be?***

You can get a sense of how long a *Manifold Greatness* blog post should be by reading through past examples and seeing what lengths you find work best. Most of the time, 250 to 350 words is a good goal, though 100 or 150 may be all you need, and you can see we've gotten up to 450 on rare occasions. (We encourage you not to go beyond about 450, though – anything beyond that probably should break up into multiple, standalone blog posts. Which might be great: pretty soon you'll have a multipart series!)

***Is there a blog "style"?***

In general, we have tried to minimize style rules for the blog. For example,

- If one author wants to refer to the King James Bible and another calls it the KJV or the KJB, it's fine. Earlier Bibles also may have different commonly accepted names; please use the one you prefer.
- Titles can be capitalized in Title Style (for example: *A Tale of Two Pelicans*) or presented with one initial cap (for example: *Sing unto him a new song*). Needless to say, we avoid ALL CAPS, though!
- Similarly, it's fine to write in the first person (*I see family Bibles as a great way to connect with local history...*) or in the plural first person (*We came up with an unusual method of displaying local*

*Bibles...*) or in the third person (*The Smith Library cleared its front display case to feature more than a dozen local family Bibles.*).

There is one exception, though. For this project, please capitalize "Bible" in all uses. Although there are limited occasions when a lower-case "bible" would be technically fine, we have found it too difficult to be consistent in our treatment of this nuance given the number of written contributions provided at different times over a period of years. To address this issue, we've simplified matters by capitalizing "Bible" throughout the project.

*That is my family Bible. The printer produced hundreds of Bibles. The library's collection includes numerous atlases, dictionaries, and Bibles.*

Please do not, however, capitalize "biblical." Only the noun form, "Bible," is capitalized. In standard copyediting, "biblical" is an uncapitalized adjective like any other.

### ***What about photos?***

Almost all our blog posts have at least one photo, usually in the top left position within the post, and some have had two. More than two is usually unnecessary.

We like the visual content! Frequent sources we've used include: Folger Shakespeare Library artifact images, public domain images, photos shot by staff members, and typical publicity or event photos.

Because of the way Word Press works, you'll need to share photos with us so we can upload them for you (see "*What are the last steps for finishing and publishing the post?*" below). Just to be clear, you and your institution are solely responsible for making sure it is okay to use the images. This is your responsibility, not that of the Folger Shakespeare Library or its agents, the ALA, or the NEH.

### ***What are the last steps for finishing and publishing the post?***

To finish a blog post, your last steps (which are very easy) involve picking categories, entering tags, and putting in a signature line, then contacting us to publish the post. If categories, tags, or the signature become a challenge, please don't let them get in your way. Just get in touch with us and we'll troubleshoot together.

Categories: At the far right of the Word Press admin area (the page where you create and enter a new blog post), there's a list of categories for Manifold Greatness. If "Uncategorized" is

checked, please manually un-check it. Always select the "On the Road" category. You can also check whatever other categories, if any, apply.

Tags: Tags are entered at right, below the categories. If your blog post is being edited in "Visual" mode, Word Press will suggest possible tags based on the content. For example, if you mention William Shakespeare, Word Press may suggest "William Shakespeare" as a tag. You may also type in your own tags, such as "theater" or "plays" in that example. About five or six tags is usually right, and fewer is fine.

Signatures: Sign off your blog post with a short separate paragraph at the bottom, almost always just one sentence, in italics, which identifies the author of the blog post (the author may be a person, people, or an institution):

For an individual:

*Roxie Smith directs public programs at the Johnson Library, Springfield, Iowa.*

*Jim Tooley is a professor of English at Iowa State University. His lecture on aspects of the King James Bible takes place next Friday at the Johnson Library.*

*Jim Tooley is a professor of English at Iowa State University. This text is taken from his lecture last Friday at the Johnson Library.*

For an institution:

*The Johnson Library in Springfield, Iowa, is presenting the Manifold Greatness panel exhibition from March 14 to April 14, 2013.*

Publishing the post: The grand finale! Once the blog post is the way you like it, please send us an e-mail at [manifoldgreatness@folger.edu](mailto:manifoldgreatness@folger.edu) to let us know it's ready to go.

Also, please send us the photo or photos you would like us to include. (As noted above, you are responsible for ensuring it is okay to use the images for this purpose.)