

**YALSA Board of Directors Meeting  
ALA Annual Conference, Washington DC  
June 24 – 29, 2010**

**Topic:** Blog Policies and Guidelines

**Background:** The existing YALSA Blog has two guiding documents: a policy and guidelines for the bloggers. The YALSA Blog Manager is proposing some updates to the guidelines only. Additionally, YALSA will launch a new blog focused on YA literature in the fall of 2010. A policy and set of guidelines needs to be developed for this new resource. Included below is a draft policy for the new blog. The O & B Committee has reviewed these documents and made some recommendations for refinement and standardization. The Board will want to discuss what the desired next steps are.

**Action Required:** Discussion

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## **YA Literature Blog Draft Policy**

### **Mission**

The mission of YA Literature Blog is to provide a one-stop-shop for locating high quality audio, video, and text content related to young adult literature including YALSA lists and awards, book trailers and other book related videos, and best of the best lists.

### **Policies**

**YA Literature Blog Member Manager(s):** A manager or co-managers, much like an editor for YALSA's print journals, to be responsible for overall site administration. The manager(s) must be a YALSA member and is paid an annual stipend for his/her services.

**Advisory Board:** The Advisory Board will be made up of YALSA Members who demonstrate an interest in and ability to comb the web to find content appropriate for the site, connect with librarians and teens who may be able to provide site content, advise the Member manager on how best to collect content for the site, and who can write and post content as needed. The President Elect will appoint advisory Board members for a two-year

**Acceptable Use:** The blog is a YALSA-sponsored tool for use within YALSA and for outreach beyond YALSA. Those posting on the blog must check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before making a post live.

**Comments:** Comments are open to all but may be moderated by the YA Literature Blog Manager and the site's Advisory Board. Commentary, opinion, and reaction to posts are welcome. Comments should be relevant to the specific post they are attached to. Spam, flaming, personal attacks, and off-topic comments are not permitted. YALSA reserves the right not to post any comment deemed inappropriate.

**Pages:** Frequently requested information, informational pages, etc. will be placed on blog pages as static information, rather than occasional blog posts.

**Blogroll/links:** Links to ALA, YALSA and other ALA-affiliated websites and blogs will be provided. Other links to notable websites or blogs may be added to Links or Blogroll sections if the consensus is that they would be useful to readers.

**Copyright:** Original content on YA Literature Blog will be governed by a Creative Commons license. Content embedded from other sites will have its own Creative Commons license, and/or specific permission to post on the YA Literature Blog will be granted by the author or creator.

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## **YALSA Blog Proposed Guidelines Updates**

**Background:** The current YALSA Blog blogger guidelines lack guidance on the importance of factual accuracy and timely correction when errors or updates come to light. An informal policy discussed at the Midwinter blogger meet-up, while originally brought up to address editing issues, would be a good solution to this issue. One section of the guidelines is also out of date, as it makes reference to the BBYA list, which is now Best Fiction for Young Adults. The blog now also has a calendar for planned and upcoming blog posts, which should be mentioned in the blogger guidelines. Finally, the blogger guidelines should include YALSA's policy on cross-posting and a caution against using the YALSA Blog for promotion of personal projects or business ventures.

### **Rationale:**

With increasing frequency in the past year, the blog manager, the communications specialist or another YALSA member has had to correct information—either outdated or inaccurate—in blog posts.

At Midwinter, bloggers discussed a new editing policy to address any instances in which a published post requires major editing. As soon as the error or issue is discovered, the blog manager will make the post in question private, hiding it from public view, and discuss the needed revisions with the author of the post. If the author does not consent to revisions or respond in a timely manner, the blog manager may edit or remove the post as needed.





**4. Acceptable Use:** The blog is a YALSA-sponsored tool for use within YALSA and for outreach beyond YALSA. Solicitations (for contributors, authors, content, etc.) and advertisements for non-YALSA publications/products and other commercial purposes are not permitted. Lively opinion and commentary are welcome in blog posts. Bloggers must check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before making a post live. Links to related posts are encouraged, but bloggers should post original content rather than merely reposting entire items from other blogs, lists, newsletters, etc.

**5. Comments:** Comments are open to all but may be moderated by the Blog Manager. Commentary, opinion, and reaction to posts are welcome. Comments should be relevant to the specific post they are attached to. Spam, flaming, personal attacks, and off-topic comments are not permitted. YALSA reserves the right not to post any comment deemed inappropriate.

**6. Pages:** Frequently requested information, informational pages, etc. will be placed on blog pages as static information, rather than occasional blog posts.

**7. Blogroll/links:** Links to ALA, YALSA and other ALA-affiliated websites and blogs will be provided. Other links to notable websites or blogs may be added to Links or Blogroll sections if the consensus is that they would be useful to readers.

**8. Copyright:** Content on this blog would be governed by a Creative Commons license.

*-Approved by the YALSA Board of Directors January 2006 and updated August 8, 2007*

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## **SUGGESTIONS & CONCERNS FROM THE O&B COMMITTEE:**

### **Overall**

- These documents are a step in the right direction, but the manager & advisory board duties are a bit vague.
- Unclear how the existing blog and the litblog differ; can they overlap content-wise?
- Create guidelines to go along with the policy for the litblog. Ensure that the guidelines for both blogs are standardized and do not contradict each other.

### **Proposed Litblog Policy**

- Duties of Manager needs to be clarified
- Duties of Advisory Board needs to be clarified
- Unclear what type of content will be included in the blog. Will this blog's content be gleaned from searching other sources for reviews, is it only original reviews done by YALSA members, or some combination of the two? In the Advisory Board statement, it says members will search the internet for content and only posting as necessary. In the Content section, it says content will be created by librarians and teens for YALSA. If it will be a combination of both, then what are the permissions needed for "borrowed" content and who tracks this down? Is that

the blog manager, the advisory board members, or individual bloggers  
responsibility

- Is it a goal of YALSA to involve the award and selection committees in any way?  
If so, that should be stated in the guidelines

**Proposed YALSA Blog Guidelines Changes**

- Unclear what the expected duties of the Manager are
- “Division Blogger” is never really defined

**Additional Resources:**

- YALSA Blogger Guidelines (Originally posted 1 July 2008)  
<http://yalsa.ala.org/blog/blogger-guidelines/>