

**YALSA Board of Directors Meeting**  
**ALA Midwinter Meeting, Philadelphia**  
**January 11-16, 2008**

**Topic:** **Blog Policy Proposed Changes**

**Background:** **In the fall of 2007 Linda Braun contacted the YALSA Office about the possibility of recruiting teen bloggers to post messages regularly on the YALSA blog. Beth Yoke suggested that this idea be run by ALA’s legal counsel in order to ensure that there were no legal issues regarding YALSA’s use of bloggers who were under 18. ALA’s legal counsel recommended: 1) that a privacy statement be added to YALSA’s Blog Policy and 2) that written parental/guardian permission be obtained before a teen could become a YALSA blogger.**

YALSA recommends that you do not submit or post any personally identifiable information when posting to the YALSA Blog website. Only use your first name or screen name when communicating on the YALSA Blog website.

### **Children**

The YALSA Blog website is not directed to children under the age of 13. The YALSA Blog website prohibits registration by, and the YALSA Blog website does not knowingly collect personally identifiable information from, anyone under 13.

Note to Parents. If you have any concerns about the YALSA Blog website or your child has provided us with personally identifiable information, please contact us at 1.800.545.2433 x4390 or yalsa@ala.org. YALSA encourages parents to spend time online with their children. We also urge parents to instruct their children never to give out their real names, addresses or phone numbers without parental permission when using the Internet.

### **Information Collected and Stored Automatically**

During your visit as you browse through the web site, read pages, or download information, we will automatically gather and store certain information about your visit but not about you. This information does not identify you personally.

We use this information to help us make our site more useful to visitors and to learn about the number of visitors to our site and the types of technology our visitors use. The data that are collected are not connected to your personal information or identity.

### **Cookies**

A cookie is a small file stored on the site user's computer or Web server and is used to aid Web navigation. Session cookies are temporary files created when a user signs in on the Web site or uses the personalized features. Session cookies are removed when a user logs off. Persistent cookies are permanent files and must be deleted manually. The only persistent cookie used on the ala.org site is created when a user asks to save the user name and password to prevent the need to sign in for each visit. Tracking or other information collected from this persistent cookie or any session cookie is used strictly for the user's efficient navigation of the site.

### **Links to Other Sites**

This Website contains links to other sites. YALSA is not responsible for the privacy practices of other sites, which may be different from the privacy practices described in this policy. We encourage you to become familiar with privacy practices of other sites you visit, including linked sites.

### **Security**

For site security purposes and to ensure that this service remains available to all users, YALSA uses software programs to monitor network traffic to identify unauthorized attempts to upload or change information or otherwise cause damage.

Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and 18 U.S.C. Sec. 1001 and 1030. Information also may be used for authorized

law enforcement investigations. Except for the above purposes, no other attempts are made to identify individual users or their usage habits.

### **Revisions**

We reserve the right to change or modify this privacy statement at any time. If we revise our privacy statement, we will post those changes on the home page and other places so you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

The term "members and customers" as used in this statement includes YALSA members, customers, users, or any individual or organization having contact or conducting transactions with YALSA. Also see the American Library Association's Web page on [privacy resources](#).

## **2. Addition to Acceptable Use section of Blog Policy**

Add one sentence to the Acceptable Use section of the blog policy so that it would read: 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. ***Solicitations (for contributors, authors, content, etc.) and advertisements for non-YALSA publications/products and other commercial purposes are not permitted.*** (the change is indicated by bolded red italics)

## **II. Blog News Since the ALA 2007 Annual Conference:**

- Between May 17 and December 8, 2007 there were 240 posts to the YALSA blog. The continued updating of the blog by YALSA's cadre of bloggers keeps content fresh and keeps readers coming back to read the latest postings.
- In the late summer I instituted a new practice of emailing all bloggers at the beginning of each month. In the email I list a few upcoming YALSA events which bloggers might be interested in writing about. The monthly email was initiated in order to help keep bloggers going, help keep the blog fresh, and to help make sure that YALSA content was covered successfully on the blog. I work with YALSA staff and the current president to develop the list of events to cover on the blog during the month.
- The podcasts produced during Annual conference were very successful. AL Direct highlighted content from two of the audio files for the weekly email message.
- I continue to add new bloggers as content areas demonstrate a need for coverage. Currently I am working with a member of the YALSA Legislation Committee in order to integrate regular postings on legislative issues
- In the summer YALSA Communications Specialist, Stevie Kuenn, started posting the weekly YALSA Update. This post covers upcoming events and provides information on YALSA activities.
- The Chair of the Teen Tech Week Committee, Stephanie Iser, contacted me about publishing podcasts . The first of this series of podcasts was posted in Mid-December.

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- I contacted the Blog Manager for ALSC, Teresa Walls, about a possible cross-posting on the ALSC and YALSA blogs. In December, a podcast about a teen and children's project at The New York Public Library will be published on the YALSA blog. Since the content of the podcast covers both children's and teen topics, it will be posted on both the YALSA blog and the ALSC blog.
- A staff member of the National Endowment for the Arts (NEA) contacted YALSA about recording a podcast to discuss their new report on reading. Three YALSA members – Michael Cart, Francisca Goldsmith, and Teri Lesesne, agreed to participate in a panel, along with a representative from the NEA, to discuss reading and the report. The podcast will be recorded in early January and posted later that month.

Respectfully submitted,

