

**(Another)
Important note
about Internet
Explorer 9 (IE9)**

Internet Explorer 9 is now out, and with it came an incompatibility with the OPLIN Dynamic Website Kits. The ability to upload and embed images in various content nodes ceases to function in IE9.

Not many libraries have moved to 9 yet, but we have a solution to address the problem. We are already addressing it in newly-created Kits, but for already-existing ones, we are working on installing a new version of the WYSIWYG editor that will take care of the issue. Look for upgrade notices about this new version in the near future.



Making your lists meaningful

Libraries are often major producers of lists. Reading lists, reference source lists, and many more. However, once a library starts putting lists on the Web, the format needs to change...and, often, the library fails to acknowledge the advantages available by putting a list online.

For example: many libraries include lists of recommended links for users. Many times, that's all those lists are: links. There's not always a description that explains what the site is or why someone would want to use it.

The same issue can often occur with lists of library services. If your library's site says that your library has a meeting room, then the meeting room policy and any other related information should be linked and immediately apparent.

What about reading lists? These can include not only a summary of the book, but a direct link to the book's listing in your library's online catalog. The goal is to make getting more information about the thing you're recommending as easy as possible for the end user. **If you force your users to search for more, they probably won't.** They'll just leave, instead.



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Featured Module

Each issue we'll highlight a Drupal module (add-on) that you can add to your existing OPLIN Web Kit.

Rotating Banner

This is actually a series of modules (but we charge you for only one!) that allow you to have rotating banner content on your site. You can see existing implementations of this module on Ida Rupp Public Library's site (<http://www.idarupp.org/>) and on Mary L. Cook Public Library (<http://mlcook.lib.oh.us>). The library can create its own graphics to put in these rotators, and link each graphic to a page or other content item that the library chooses.

Interested in adding this module to your Website Kit? Contact OPLIN Support at support@oplin.org.

Need help?

You can reach OPLIN Support (and usually Laura, too) via our chat room (<http://support.oplin.org>)

Website Kit Documentation

Get the most recent documentation for your OPLIN Web Kit here.

(<http://www.oplin.org/content/website-kit-documentation>)



Williams County Public Library in northwest Ohio is a system with six branches. When this library approached OPLIN about a Dynamic Website Kit, it was important not to lose focus on these other outlets for library service. To make the branches more apparent, we gave them their own navigation area across the top of the site.

We also wanted to give them a design that showed the final product of the library—happy people in a library environment. The library's old site didn't have photographs and the staff felt that it looked too much like clip art. Their new site features several shots of people enjoying library activities as part of the header graphic and gives much more of a feeling of the library engaging with its community.

This library also wanted to

make their subscription was integrated and featured prominently. One of the rotating book cover widgets from BookLetters was added to the right column, and a direct link to signup for the various BookLetter newsletters was added to the left. The staff at WCPL also made sure to thoroughly include links to BookLetters content, especially on the "Reading Recommendations" page (see screenshot, below).

FOCUS ON Williams County Public Library

A more lively and dynamic site was the order of the day for this county system

WCPL also has a custom site that OPLIN converted from an existing obituaries index the library maintained. You can see it at <http://obits.mywcpl.org/>

You can see the Williams County Dynamic Website Kit at: <http://www.mywcpl.org/>



MAKE **one thing** BETTER

Stop using all caps

It's poor practice, no matter where it appears on your library's site.

It always amazes me that, here in 2011, I still see libraries using all caps on their websites. Using nothing but capital letters has been an online etiquette faux pas for more than a decade!

When all caps are used, it's likely that the library was just trying to emphasize a point. However, the end result isn't what the library probably envisioned: rather than emphasizing content, all caps

clearly demonstrate that the library is out of touch with best practices. In addition, it's...well, frankly, rude. The use of all caps in titles or text usually has the effect of literally screaming at online visitors. **Who wants to be screamed at?**

Do your library, and your patrons, a favor. Stop yelling at them. Everyone will feel better and you'll be increasing the credibility of your library as an institution.

Learn more: [What People Think When You Type in All Caps](#)



Q&A : Getting a photo album

Q: I see that other Web Kit libraries have an online photo album. How does our library get one, and does it cost extra?

A: Online photo albums are a great place to put all the pics your staff took of summer reading and other programs. The Photo Album feature is actually already installed in all of the Web Kits; we just need to make a few adjustments to make it available to you. Just contact Laura Solomon at laura@oplin.org if you're interested in having OPLIN set yours up. (And, by the way—no charge!)



Which libraries have a Web Kit underway?

- Bexley Public Library
- Champaign County Public Library
- Claymont Public Library
- Germantown Public Library
- Herbert Wescoat Memorial Library
- J.R. Clarke Public Library
- Kate Love Simpson Morgan County Library
- Licking County Public Library
- Lima Public Library
- Marvin Memorial Library
- Meigs County Public Library
- Mount Gilead Public Library
- Perry Public Library