

Adding & Editing In the Stacks Posts in ExpressionEngine CMS

Login Link to EE CMS: <https://www.inthestacks.tv/manage.php>

We sent your username and password.

Creating Posts

In the upper lefthand corner toolbar, lightly click on the Content button to reveal a dropdown menu and hover over Publish. Select the section of the site you would like to create a post for.

For the Guest Librarian blogs:

Publish the posts **under the Book Browse Blog Review section.** Fill out the title in the format used for the blogs already published, and cut and paste the text into the body field (copied from the previous week). Or, if you're adding your own review, title it with the name of your show, the book title and author.

The format for the post text should follow this example:

Title: Banned Library #12: Gone Girl by Gillian Flynn

Body: Presenting [Episode #12](#) of the [Banned Library Podcast](#), Gone Girl by Gillian Flynn.

Hosted by Evan Williamson, who discusses books that have been challenged or banned.

You'll need to add the unique link for this week's blog (by updating the links from the previous reviews with the new title; please check to make sure the links then will work, and add links for the librarian book review website home page, if there is one, and Apple iTunes podcast (you can get them from the previous week's post) in the appropriate places, if they are available. When you add the link, select under the Target tab that the link directs to a new window.

Notes

Link for blog: Select podcast and then select to share (Twitter). Copy the link.

Link for lone reader: www.epls.org/178/The-Lone-Reader

Link for EPL: epls.org/

Apple podcast: <https://itunes.apple.com/us/podcast/everett-public-library-podcasts/id291542344>

- ✓ Title (The Lone Reader: [Title] by [Author.]
- ✓ Book cover
- ✓ Blurb with embedded links (Presenting [Diablerie](#) by Walter Mosley. Reviewed by [The Lone Reader](#) podcast from the [Everett Public Library](#) in Everett, Washington.)
- ✓ Category
- ✓ Date

You'll need to upload a picture, which you can find in an Internet search; use your best judgment regarding the cover version and quality, and try to get as large a cover as you can, without any

copyright watermarks, or other borders. The cover should be a perfect rectangle and in the best condition, and most modern version available. The cover is saved into the Book Covers directory. Please email me the covers, and upload to the folder in GoogleDrive (https://drive.google.com/drive/u/0/folders/0B9poX_VBvo2RSGdkLTFNV0RhVE0) that we provided access for. Set the date and time for future publication, as indicated (Usually the next Saturday that we need a review for, and set the time for 4:00 AM EST), or leave blank to publish now. Note: If you don't schedule for a future date, the post will not save as draft, it will publish immediately (not usually what we want, since we typically schedule the posts out a few weeks) so please be careful:) Also when the post does publish, it triggers a RSS feed that send the content to MailChimp, to automatically trigger the sending of our email newsletter. Select the Category, usually the book genre, and hit submit to schedule.

Adding the Video Embed code:

You can access the video embed code for your video book review on YouTube, under the share option. Just copy the code, and add it to the Video Code field. This is a separate box under the main body field. **Please do not put the video embed in the main body text box.**

Keywords

Please label your book review with standard metadata keywords. Here's some suggestions: Book Title, Author, Books, Librarians, Reading, AmReading, MyLibrarian, Guest Librarian, In the Stacks, video book reviews, Librarian Book Reviews. Please make any adjustments and add any other tags you feel are valuable.

For Ask A Librarian:

Adding posts is much the same as instructed above, except you're publishing the posts under ITS News Blog-->Interviews. Use the same title and intro text as the entries already posted, and add the unique text for each librarian. Schedule the post for the date assigned in the editorial calendar (and set the time for 4:00 AM EST), and select the correct category under the tab. Use the custom art we're creating for each librarian featured. Upload the art into the Site Images directory, and please email me copies of the art.

Editing Posts

In the upper lefthand corner toolbar, lightly click on the Content button to reveal a dropdown menu and hover over Edit. You'll click on Book Browse Blog Review and see all the posts. You can search for the post you need to edit by episode number or click on the double arrows to take you to the first entries, and they'll be there.

For example, you'll click on Episode 12: Angel Time to edit, and go to what they call the Blurb (or body) area, and after the text "To purchase the book, click here." hit return a couple times and after the space add the snippet of review text and the name of the reviewer (which is me). Hit submit to save.

Marketing for In the Stacks book Content

We share a new librarian book review every Saturday, on the IntheStacks.tv website and across our social channels. We would like to have you upload the book cover for the Saturday email newsletter in MailChimp, then schedule the social media to release after the content goes live. The newsletter is RSS-generated, and you can upload the cover any time after the email from the previous Saturday goes out.

Here's the instructions doc for creating Mailchimp newsletters for the content and sharing it via Buffer. The task is to:

Check the EE CMS for IntheStacks.tv and see what the book review is that's scheduled for the coming Saturday, then download the book cover from the folder on the GoogleDrive (link is above), and upload it into MailChimp.

—Content Management for Book Reviews

Here's the process:

This task uses our main Mailchimp and Buffer accounts for business (it is a paid plan). Here are the logins:

Mailchimp

Username: In_the_Stacks

Password: MyLibrarian@123

Before each book review content goes live on Saturdays, please take the following action:

- Check the EE CMS to see that the post is scheduled for the correct time (7am EST/4am PST), and that the text is formatted and spelled correctly.

- Upload the cover (from the GoogleDrive) to the newsletter template in MailChimp, found under the campaigns dashboard, named "New Episode from *|RSSFEED:TITLE|

You can navigate to the campaign dashboard via the left hand toolbar. It's the section under the megaphone icon.

****Please just swap in the new cover; the text is partially in code that automatically pulls in the text from the post.**

In the dropdown next to Sent Campaigns, you'll need to pause the campaign to update the cover. Once the campaign is paused and in edit mode, scroll down to HTML view and you'll be able to edit the newsletter template. Click on the section of the template that has the cover from the previous week, and an editor will pop up. Delete the old cover, and upload the new one, making sure it is an appropriate size. You can resize and set the image to link to www.mylibrarian.co. Save the editing, and then restart the campaign from the bottom toolbar without any further changes, and ensure the newsletter is scheduled to send. You can preview the cover from the same drop down used to pause the campaign; you'll see the new cover uploaded but the same text pulled in via RSS from last week (this is fine and correct).

Misc. Notes

You'll see the MyLibrarian Author Chat content post each month. It's a place holder until the event actually happens, after which we add the video.

—Social Media for Book Reviews

After each post goes live each Saturday, a few hours later, we share the In the Stacks book review content across social media, using the automated social media tool Buffer.

Can you please see if you can log in to: <https://login.buffer.com/login>

Username: michelle@intheSTACKS.tv

Password: MyLibrarianIntheStacks@13

This is where we schedule the social media share for the book review content that goes out on Saturdays. We take the book review content that is also emailed via MailChimp, and then we add the caption, book cover, text and link to social media using the Buffer tool. Please be sure to add the image, so the post ranks more prominently. (You can find the image in the GoogleDrive folder mentioned above in this doc).

Buffer lets us schedule posts in FB, Twitter and LinkedIn ahead of time, and it's really convenient that we can autopost. As the content for the weekly posts runs out, we keep an eye on this, and reload as many as we can. Please schedule posts for as many Saturdays ahead as the free plan allows.

Tumblr

After each post goes live each Saturday, a few hours later, we share the In the Stacks book review content. We have to do Tumblr by hand, and they let us schedule a few posts ahead.

Here's the Tumblr login:

In the Stacks Tumblr

email: michelle@intheSTACKS.tv

password: MyLibrarian123!

We add the caption, book cover, text and link to social media. Please be sure to add the image, so the post ranks more prominently. (You can find the image in the GoogleDrive folder mentioned above in this doc).

Tumblr lets us schedule posts ahead. If you can, please schedule posts for the next few Saturdays. We often change the lineup of content in the CMS, so this needs to be double checked each week before the new content goes out on Saturdays.