

## Writing for the Website

1. Know your audience. When you are writing your copy, know (and envision) the audience you are addressing.
2. Address your audience directly. This means “you” language. Example: You can return an item borrowed from the library to any library in the system.” Not “Items borrowed from a DCLS library can be returned to any library in the system.” We want the website to be a conversation, not a dissertation.
3. Focus on the benefit to that audience. Why does the reader want/need to know what you are writing? What is the benefit to them?
4. Keep it clear and concise. Don’t use 20 words to say what you can in 5. Avoid complex sentences.
5. Do away with jargon and esoteric language. Be especially careful about library jargon. For example, “circulation” means borrowing of materials to us, but to most of the world it means how fluids move through your body, or how many people subscribe to a magazine. Use common terms instead. Avoid the use of “patron” for the same reason.
6. Check your spelling and have someone else proofread your copy whenever possible.
7. Use DCLS standards when writing. We will supply these online. A few that come immediately to mind are :
  - a. Blu-RAY
  - b. email
8. Use the full names of libraries and named areas. Example: Madeline L. Olewine Memorial Library. Not: Madeline Olewine Library. A list of named areas will be placed on the staff page for reference.
9. Have fun!