

FDLP Workshop: Investing in your Digital Presence

Federal Depository Support Services | January 2024



Overview

Talk

- Provide highlights on importance of promoting effectively
 - User Experience (UX) “best practices”

Workshop

- Share and discuss own websites with group
- *This portion of the workshop will not be recorded*



Disclaimer

FDLP cannot provide specifics on how to promote for your library

- Every institution has its own IT and public relations protocols
- This workshop will provide ongoing FDLP recommendations and UX “best practices”



The “Why?” Talk



Enhance and Invest in Digital Presence

- Publicize your FDL collection and services
- Acknowledge that patrons more often visit libraries virtually
- Find the balance to meet patrons' needs for both in-person and virtual services
- Maintain and review content periodically
- **End goal:** Good customer service for your community



Even UX “Best Practices” Change!

- Stay current with what is expected
- Make changes when possible
- As of now? Below are some recommendations:
 - Accessible content
 - For example, <https://www.section508.gov>
 - Plain language
 - For example, <https://www.plainlanguage.gov>
 - Consistent look and feel
 - Layout (complements own institution’s web presence)



Stay Current with UX “Best Practices”

- Talk with colleagues and subject-matter experts
 - At your institution or in your professional network
- Read the latest literature
- Reach out to your community, especially underserved patrons
 - Feedback will improve relations and increase relevance in community
- Attend UX conference sessions not just for librarians
 - Try disciplines that are adjacent or not even related to librarianship to relate more with your patrons



Examples of UX Practices

Bad UX Practices

1990s interface

Autoplay of pictures or videos

“Click here” for a link

Convolutd site navigation

Outdated content

Busy visual aesthetics

Lack accessible content



Good UX Practices

Present-day interface

No autoplay of pictures or videos

Specific description for a link

Simple site navigation

Current content

Fewer, more effective visual aesthetics

Has accessible content



New FDLP Resource Guide

FDLP Resources for FDL Websites

- <https://libguides.fdlp.gov/c.php?g=1331663>
- Three sections:
 - Template Information
 - Examples of Best Practices
 - Obsolete and Updated FDLP Information

The screenshot shows a web page titled "FDLP Resources for FDL Websites" with a search bar in the top right. The page is organized into several sections:

- Template Information:** Includes links for Overview, FDLP Information, [Your Library's] Reference Services, [Your Library's] Government Collection Highlights, Where Else to Find Government Information at [Your Library]?, and FDLP Basic Collection.
- Examples of Best Practices:** A section for finding good examples.
- Obsolete and Updated FDLP Information:** A section for finding outdated or new information.
- Govinfo:** A section with a search box for "Discover U.S. Government Information" and a "SEARCH" button. Below it is a link to the "Catalog of U.S. Government Publications".
- FDLP Information:** Contains the FDLP logo and text: "Federal Depository Library Program (FDLP)", "FDLP's mission is to 'provide free, ready, and permanent public access to Federal Government information, now and for future generations.'", and "[Our library] was designated as a Federal depository library in [YYYY]. We are one of [##] selective libraries for the state of [your state]. The U.S. Congress first authorized the distribution of Government documents to universities, historical societies, and state libraries in 1813. The U.S. Government Publishing Office (GPO) has overseen the FDLP since 1895. Currently, over 1,100 libraries across the nation are members of the FDLP. For more information about the FDLP, visit fdlp.gov."
- [Your Library's] Reference Services:** A section for providing contact information, with a note: "Our library provides reference services about Federal Government information. Below is how to contact our staff for questions. [Insert contact information, including times of availability. An example is featured below.]"
- Information Desk:** A table with two columns: "Main Library on Third Floor" and "Scheduled appointments are encouraged".
- Email:** A table with two columns: "library@domain.type" and "Within 48 hours on business days for a response".

Image: [FDLP](https://libguides.fdlp.gov)



Live Demo



Workshop



Workshop

- Open forum
- To participate,
 - Type in questions or thoughts into the chat
 - Raise hand or click on the unmute button to be unmuted
 - If want to share your ideas or work, put the URL into the chat for the moderators to share their screen
 - Constructive criticism



Workshop Question Responses

Q1: Challenges	Q2: Accessibility Checks	Q3: “Easy Wins”
Require more time or staff support	Check for broken links	Update links (for example, http:// to https://)
Want more design expertise	Add alt-text for images	Review content and contact info
Figure out what to mention	Have simple layout of content	Edit for plain language
Lack presence on main webpage	Use built-in programs	Add free resources
Have limitations with software	Search catalog	Use great and effective images
Wait for IT to update content	Allocate work to a web team	Change thematic look
Need more promotions about it	Follow state ADA compliance	Create exhibits
Build some, or any, awareness	Do nothing at all	Receive feedback from community

To participate,

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Questions & Comments

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Questions for GPO staff? Contact us using [askGPO](#).

