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	Good UX Practices
1990s interface	Present-day interface
Autoplay of pictures or videos	No autoplay of pictures or videos
"Click here" for a link	Specific description for a link
Convoluted site navigation	Simple site navigation
Outdated content	Current content
Busy visual aesthetics	Fewer, more effective visual aesthetics
Lack accessible content	Has accessible content

New FDLP Resource Guide

FDLP Resources for FDL Websites

- https://libguides.fdlp.gov/c.php?g=1331663

- Three sections:
  - Template Information
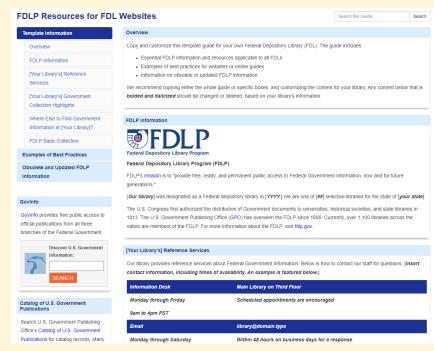 - Examples of Best Practices
  - Obsolete and Updated FDLP Information

Image: FDLP

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

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Questions & Comments

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Questions for GPO staff? Contact us using askGPO.