

# “THIS IS TOTALLY GOING ON OUR BLOG”

Using WordPress and Edublogs to Enhance Access to Digital Collections



## Greetings, TCDL Readers!

Poster-ed on May 7, 2013 by Eric Ames

Since its launch in November 2011, the Baylor University Libraries Digital Collections Blog has seen more than 12,500 unique visitors from all 50 states and around the world - Canada, the UK, Russia, China, Australia, India and more. The blog is served by Edublogs using the WordPress platform.

Our blog serves as a deep context delivery vehicle; a spotlight for unique resources found in our collections; a promotion vehicle for events; and a general resource for information on the Baylor University Libraries Digital Collections. Baylor’s partnership with Edublogs gives us access to their catalog of resources including templates, client support and custom programming; the Electronic Library employs an academic consultant for faculty technology to support the use of WordPress and Edublogs.

Weekly, quarterly and annual access stats are harvested using Google Analytics, a resource that provides in-depth analysis of user behaviors, time spent on-site, popular referring sites and more. Top referring sites for 2012-2013 include Google, Facebook, Baylor.edu and Yahoo!.

The Digital Projects Group staff have seen great interest in our work via contact driven through blog readership. Numerous “pingbacks” - instances where outside blogs link to our posts - have been recorded by a range of bloggers including railroad enthusiasts, sheet music collectors and academic institutions.

Presented at TCDL, May 7, 2013. This poster was tagged [Professional Presentations](#), [TCDL](#), [Austin](#) and [Analogue Technology](#).

<http://blogs.baylor.edu/digitalcollections>



## Types of Posts

Context-building

Promotion

“Long reads”

Professional musings

Project updates

New project announcements

## Ask Me About ...

The USMC Command and Staff College

“So, We Can Throw These Out Now, Right?”

Responding to Tragedy

Bonnie and Clyde (and Pat)

A Staged Train Crash Spectacle

