

## **An Infopeople Webinar** November 28, 2018 Presented by Nicole Hennig

NICOLEHENNIG Ticolehennig.com

## http://nicolehennig.com/



## https://libraries.mit.edu/



# http://nicolehennig.com

<section-header><section-header>

# https://nicolehennig.com/books/













## http://urbandictionary.com





















22

They cut the words by 54% and people thought the site's treatment of topics was more complete.











Keep paragraphs short. A one-sentence paragraph is OK.





### http://library.ceu.edu/using-the-library/access-and-membership/





http://library.ceu.edu/help/search-tools/





http://library.ceu.edu/using-the-library/





#### <u>https://thenounproject.com</u> https://thenounproject.com/accounts/upgrade/



### https://pixabay.com



https://unsplash.com/





http://library.ceu.edu/about/mission/



http://library.ceu.edu/about/mission/

A study "Measuring the Effect of Improved Web Writing" 41



#### http://www.nngroup.com/articles/how-users-read-on-the-web/

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Promotional writing (control condition) using the "marketese" found on many commercial websites	Nebraska is filled with Internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluft National Monument (132,168), Arbor Lodge State Historical Park & Museum (100,000), Carthenge (66,098), Stuth Museum of the Praine Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carthenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park	58%

http://www.nngroup.com/articles/how-users-read-on-the-web/

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#### http://www.nngroup.com/articles/how-users-read-on-the-web/











## http://library.ceu.edu/using-the-library/interlibrary-loan/



## http://library.ceu.edu/using-the-library/access-and-membership/



#### http://library.ceu.edu/using-the-library/







Yes:
MIT community members may now access many of our electronic resources from off- electronic resources from off- campusi To find out more about who is eligible for this service, how to set up certificates on your computer, and which vendors allow off-campus access, read our off-campus FAQ.





Passive vs.	active
No:	Yes:
An acknowledgement of the order will be issued via an e-mail message when payment is made by credit card.	If you pay by credit card, we'll send you an e- mail acknowledging your order.









Nielsen: lists improved usability by 47% https://www.nngroup.com/articles/how-users-read-on-the-web/















Instead of this:	Try this:
obtain	get
prior to	before
purchase	buy
request	ask for
subsequent	next
terminate	end
utilize	use

























http://library.ceu.edu/about/collections/













Avoid justified text	92
vers at low tide, and hence to a narrow long sait mark. a flowing yellow green earlies expecting its foot of the sillificity and small tracks, and studied with the biarding board process of the sillificity of the interval board of the sillificity of the optimization of the sillificity of the sillificity allowed the sillificity of the tide is an expected by the sillificity of the tide is an expected by the point of the tide is an expected by the point of the tide is an expected by the regretation of the parallel, like hair underwards in a blanch parallel, like hair underwards in a blanch parallel, like hair underwards in a blanch parallel, like hair underwards in the mask angehabard back and forth in the waves prover back and back and bench the sillificity of the sillificity of the times angehabard back and bench in the saves point in the process. Back and forth the	

Avoid justified text		9
 even at low tide, and home to a narrow long salt marsh, a flowing yellow-green surface carpeting the foot of the hillside, which was covered with brush and ferns and small trees and studded with the island's bossy grees outcorppings protruding out of the greenery. I hummed slowly into the grass edging the salt marsh and turned upstream Orelt hho bug's starboard hydroidi touch the bottom. It was near high tid A qubre stuarine corner of the stade of a passing cloud. The grass of the marsh was almost to the some kind of fluid elgrass, flowing horizontally this way and that, pushed first downstream by the river's flow, then upstream in the repeated slosh of boat	creates gaps between words	







Yes:					
Month	Tot	tal circ	ulatio	n	1
May	6	502	1		
June		353			
July	-	368	i.		
August		433	í.		
No:		May	June	July	August
lonth		Disty	Jane		

















http://nicolehennig.com



http://www.elegantthemes.com/gallery/category/responsive/



## http://library.ceu.edu/about/



#### http://library.ceu.edu/about/collections/


## How would you improve this? Interested persons, on or before June 14, 2013, may submit to the Hearing Clerk, 1000 Pennsylvania Avenue, NW, Washington, DC 20000, written comments regarding this proposal. Faxed comments will be accepted at 202-555-1234. To submit comments electronically, go to this site: [URL was here]









https://www.theatlantic.com/technology/archive/2018/01/ignoring-eachother-in-the-age-of-instant-communication/550325/



https://writingcenter.unc.edu/tips-and-tools/effective-e-mailcommunication/

 Subject lines - be specific
 116

 Subject: Tomorrow's meeting
 116

 Subject: Wednesday's meeting has been moved from 1pm to 2pm
 116

 Subject: my upcoming webinar
 116

 Subject: Is a date change possible for my Dec. 18 webinar?
 116



#### https://www.noslangues-ourlanguages.gc.ca/en/blogue-blog/courrielsefficaces-email-skills-eng



https://www.fastcompany.com/3064429/three-ways-to-write-shorter-moreeffective-emails





http://www.writebetteremails.com/to-cc.htm



https://blog.boomerangapp.com/2017/01/how-to-end-an-email-email-signoffs/

Closing with a <i>thank you</i> gets higher response rate		rate 122	https://blog.boomerangapp.com/2017/01/how-to-end-an-email-email-sign offs/	
	Emails that closed with a variation	of thank you got significantly		
The difference a simple "thanks" makes in getting a reply was even	more responses than emails ending with other popular closings.			
clearer when we compared emails with "thankful closings" <sup>2</sup> to all others. Emails where we detected a thankful closing saw a response	Email Closing	Response Rate		
rate of 62%. This compared to a response rate of 46% for emails	thanks in advance	65.7%		
without a thankful closing. Closing with an expression of gratitude thus correlated with a whopping 36% relative increase in average response rate compared to signing off another way.	thanks	63.0%		
	thank you	57.9%		
response rate compared to signing on another way.	cheers	54.4%		
	kind regards	53.9%		
	regards	53.5%		
	best regards	52.9%		
	best	51.2%		
	Baseline (all emails in sample)	47.5%		



A real email from me to the library director and her assistant at the West Tisbury Library on Martha's Vineyard in Massachusetts. They know me because I've done workshops for them before.





# http://www.nypl.org



https://www.nypl.org/get-help



https://www.nypl.org/get-help/using-library

# https://www.nypl.org/help/library-card

How would you impr		123
The New York Public Library Privacy Policy taskel 1922 (processi 2014) and 1922 (processi 2014) and 1922 (processi 2014) and 1920 (processi 2014) and 2014 (processi 2014)	What Information does NYPE collect! What information does not be assessed on the second seco	
Philary Philary, we dow upon industry task practices and national tradenation for philary. The Philary Philary many many many frame from these taskings being such charges to an evention, to we mecourage you to check back periodicality for updates. We will also the value is updated that have been made by braining on the pairly for all that is well to update that the that have been made by braining on the pairly for all that is well to update that the Mark and Commission and the tradenation of the pairly and the tradenation of the pairly and Mark and Commission does NYDE COERCE! We collect information about yous in the analysis of the pairly and the pairs and the Mark and Commission does NYDE COERCE!	<ul> <li>Provadnje koji koji stranski koji se provolu koji na subi ana na prezi plača zali na na prezi paka zali na prezi plača zali na prezi paka zali na prezi plača zali na prezi p</li></ul>	

# http://www.nypl.org/help/about-nypl/legal-notices/privacy-policy

#### Some ideas for NYPL privacy policy

130

131

more bold headings
 link to each section of the page at top
 link to each section of the page at top
 find and use parallelisms
 more simple words & friendly language
 use lists
 use lists
 sentence case instead of title case for
 headings
 oncider FAQ format (questions as
 headings)

## http://www.nypl.org/help/about-nypl/legal-notices/privacy-policy

### http://www.nypl.org/help/about-nypl/legal-notices/privacy-policy

After (NYPL Privacy Policy)	
B. The information collected and retained by the Library varies, depending on the context.	
We keep this information only as long as needed in order to protect your privacy.	
1. Circulating materials checked out with standard NYPL library cards issued to individuals and organizations.	
The information provided in this paragraph covers standard transactions by borrowers of NYPL's circulating materials (excluding eContent, (e.g., eBooks, eVideo, eMusic, and eAudiobooks)) with traditional NYPL library cards.	
When you check out a book, video, DVD, CD, game or any other item from NYPL's circulating collections, we keep an electronic record of that transaction.	
If the item in question is returned on time, the electronic record for that transaction is deleted from our integrated library system.	
Except as set forth below, if the item is returned after the due date	



Boston Public Library			
<image/> <image/> <section-header><section-header><section-header><section-header><text><text></text></text></section-header></section-header></section-header></section-header>			

#### https://www.bpl.org/about-us/official-policies/appropriate-library-use/



https://www.bpl.org/about-us/official-policies/appropriate-library-use/



Headings would make it easier to understand	137	https://www.bpl.org/about-us/official-policies/appropriate-library-use/
Noise         Neglecting to provide proper supervision of children           Oresting disruptive noises such as loud talking, screaming, or banging on computer keyboards.         Using audbio devices without headphones or with headphones set at a volume that disturbs others.           Using cell phones, pager, and other communication devices in a manner that disturbs others. Cell phone and pager audibio ringers must be turned off.		



https://www.bpl.org/about-us/official-policies/appropriate-library-use/

A well-writte	n page	139
DARE UNIVERSITY LIBRARIES Search & Find Using the Lorary Research	a Librardan Search articles, books, Q	
Home > About > Privacy		
Privacy		
What kinds of information do you collect?	OUR COMITTMENT TO YOU	
When you use this website, our web server collects technical information from your web browser, including:	One of the cornerstones of librarianship is respect for the privacy of library users, Duke	
<ul> <li>browser type</li> <li>internet address</li> </ul>	University Libraries recognize the importance of protecting	
<ul> <li>operating system type</li> </ul>	your privacy and the confidentiality of the	
<ul> <li>web address of the page from which you linked to our site</li> </ul>	information you share with us when you use our websites or	
We also use Google Analytics, which uses cookies, for statistical analysis related to your browsing behavior on	other library services. On this page you will find our policy on collection disclosion	

https://library.duke.edu/about/privacy

These are questions users	would ask	140	https://library.duke.edu/about/privacy
How do you use this information?			
Information that we automatically collect via this website is used intern + improving the usability of oar website + technical troubleshooting + tracking agregate statistical trends.	ally for the following:		
Do you collect my personal informat We do not collect any personally identifiable information, such as your:			
* age * address * gender			
<ul> <li>ID numbers</li> <li>name</li> <li>phone number</li> </ul>			
But what about personal information a web form or an e-mail message?	19 Church II Cales Hours 2 Sublic Colors		
We interact with our library users regularly and receive personal informa-	ition via email messages, chat		

https://library.duke.edu/about/privacy

View the whole p https://library.duke.edu/about/pr		
LUKE UNIVERSITY LIBRARIES Search & Find Using the Library Research Support		
Privacy		
What kinds of information do the Libraries collect? Wrene were shadlen closer with one close shadlen shadlen shadlen the shadlen shad	OUR COMPTHENT TO YOU Date of the convertance of Based canable is respect for the privacy of Horzy suns. Date University (Date of operating your prince) and the confidencial and other confidencial and other than the response of operating your prince and the confidencial and of the confidencial and of contexts, there is you use our weblies are other library spectrum, and the lange our protecting and using your presenting and the context of	

https://library.duke.edu/about/privacy





### https://www.w3.org/TR/2018/REC-WCAG21-20180605/







Learn about "alt" text: http://webaim.org/techniques/alttext/





#### Functions of the "alt" attribute



Spoken out loud by screen readers
Text is shown if images are not loading or turned off 150

 Describes content of images for search engines Learn about "alt" text: http://webaim.org/techniques/alttext/



Learn about "alt" text: http://webaim.org/techniques/alttext/





#### http://webaim.org/techniques/alttext/



## https://webaccess.berkeley.edu/resources/tips/web-accessibility

https://www.webaccessibility.com



https://www.hongkiat.com/blog/accessibility-ready-wordpress-themes/

https://premium.wpmudev.org/blog/make-your-wordpress-site-accessible/





Letting Go of the Words: <u>http://www.redish.net/books/item/5</u>

Don't Make Me Think: http://www.sensible.com/dmmt.html

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#### https://webaim.org/



#### http://www.hemingwayapp.com/



<u>https://thenounproject.com</u> <u>https://pixabay.com</u> <u>https://unsplash.com</u>

161 **Resource guide** Attps://tinyurl.com/hennig-writing

## https://tinyurl.com/hennig-writing







## http://nicolehennig.com



## http://nicolehennig.com