



Blogs - Creating & Sustaining a Successful Blog - WisBlawg

Showcase 2006 “Best Practice”

- ▶ **Process Improved:** *WisBlawg*, the UW Law Library blog, offers legal research and Internet news & information with an emphasis on Wisconsin. We report on new Web research resources & technologies, legal research news, announcements of local workshops & events, and more. *WisBlawg* is available at <http://www.law.wisc.edu/blogs/wisblawg/>



- ▶ **Unit (s):** University of Wisconsin-Madison Law Library

- ▶ **Customers of the Process and Their Needs:** Wisconsin’s legal community is a diverse population consisting of Law School students, faculty, & staff, as well as, practicing attorneys, paralegals, judges & court personnel, legal scholars, and law librarians. Their needs are quite varied, however, all require authoritative, cost-effective legal information.
- ▶ **Problem/Opportunity Statement:** Our Law School faculty began talking about blogs several years ago. Upon investigation, we determined that a creating a blog would offer two wonderful opportunities: 1) to share knowledge of research resources with the legal community; and 2) to educate readers about the value of law libraries and law librarians.
- ▶ **Changes Made:** At the time we created *WisBlawg*, there were only a handful of library blogs in existence. We studied those blogs and, in time, developed our own based on the needs of Wisconsin’s legal community. *WisBlawg* has served as an example to the almost one hundred law library blogs that have developed since that time.
- ▶ **Results:** In the spirit of the *Wisconsin Idea*, *WisBlawg* serves as a vehicle to share the expertise of the law library staff with Wisconsin’s legal community. It has also been a wonderful marketing tool for the library.

Almost two years old, the blog has developed a wide readership among not only Wisconsin’s legal professionals, but among scholars nationally and even internationally. *WisBlawg* is viewed approximately 200 times each day. Some of the many comments we have received include:



- From a Wisconsin Court of Appeals judge: "Just found your blog and will be a regular reader"
- From an academic law library director: "We've been inspired by the *WisBlawg* and read it avidly"
- From one of the nation's top legal bloggers: "I tip my hat to [*WisBlawg*] because they are doing some amazing things."

WisBlawg has also been listed in the *Wisconsin State Journal*, the *Wisconsin Lawyer*, the *Wisconsin Law Journal* and many other legal blogs. A RSS feed and email subscription service are available.

- ▶ **Lessons Learned:** Originally, *WisBlawg* was created and hosted with Blogger. In time, however, we realized that there were limitations to this free service. Therefore, several months ago, we redesigned the blog using Movable Type and moved it to a new home on a Law School server.

We continued to be amazed by the positive reaction which *WisBlawg* has generated. With a relatively small investment of time and resources, we have realized a tremendous return in visibility and appreciation.

- ▶ **Next Steps:** We hope that *WisBlawg* continues to provide lasting value to Wisconsin's legal community.

- ▶ **Contacts:**

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