



INDIANAPOLIS MUSEUM OF ART

03.03.2009

Blog Guidelines

Blogs are our way of providing new, engaging and informal information to our web visitors immediately. As a blogger, you should feel free to express yourself, share your knowledge and provide our visitors with unique and rewarding experiences. Your blog postings, told from your point of view, can do this.

Becoming a Blogger

We will create a brief profile for you, which will require -

- A few images of you that we can use for your profile.
- The following questions, answered –
 - *Job Title:*
 - *Interests:*
 - *Favorite Movies:*
 - *Favorite Music:*
 - *Favorite Food:*
 - *Pets:*
 - *Something you should know about me:*

Here's what you need to know

You are blogging as an employee of the Indianapolis Museum of Art.

A blog is a published piece of content accessible to anyone with an internet connection. Keep this in mind.

Be yourself. A personal voice is very important in this format. This is not a scholarly book or label in a gallery.

Feel free to discuss an upcoming event or exhibition at the museum with which you are involved, but please avoid turning it into a commercial. Keep it sincere and speak from your point of view. Additionally, do not copy and paste marketing material or press releases. Make sure it's your own voice.

Submit your blog entries using the blog template via e-mail to Kate Franzman or Daniel Incandela.

Your text should be written in a Microsoft Word document and any images, links or digital media should be identified. We will work with you to make this a successful collaboration.

Include visuals with your text.

We encourage you to offer your ideas for blogs (send us your posts frequently, but do not feel obligated). We will offer blogging opportunities to many IMA staff members to keep content fresh.

Do not...

- post material that is unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person.
- speculate on unofficial museum issues.
- promote personal or non-IMA projects unless they directly involve the IMA. In other words, don't try to sell your old mountain bike through this blog.
- write about an IMA colleague without discussing it with them prior to posting (this includes use of their image).
- make announcements related to unconfirmed exhibitions, programming or projects. Please contact Katie Zarich for clarification or help.
- discuss value of objects in the museum, donor contact information, IMA security methods, IMA facility related issues, details about shipments of artwork, IMA damage or incident reports, etc.

Give credit...

- when quoting any other blog or publication, be sure to provide a web link to the original (if possible) and use quotation marks or

block quotes (for longer texts). If you can't link to a publication, cite the title, author, publisher and year of publication.

- when using a photograph that is not your own. Be sure to obtain permission when using a photograph and cite the photographer. If you cannot, please provide a source or appropriate hyperlink.
- when using a picture of a work of art. Be sure to include the artist, title, date, and credit line in the caption (for works belonging to the IMA as well as from other sources).
- when using an image of a copyright protected work. Works of art made more recently than 1923 are protected by copyright. Contact Ruth Roberts by e-mail to obtain required permissions prior to using an image. If permission is difficult to obtain, "fair use" allows that a small thumbnail can be used with a cited source. Remember, many contemporary work in IMA's collection also have these restrictions.

Comments and Feedback?

Let's hope so.

You will receive an e-mail alert when a visitor leaves you a comment. Interact with a visitor that has left a comment. Thank them, provide more information, answer a question in the comment field and importantly, as an IMA employee be respectful of them. We will happily post your responses to visitor feedback. MIS has disabled comment authorization but will remove any offensive or spam-like comments.

Final Advice

Although blogs are easy to edit or remove from our web site, please use your best judgment when posting an entry. Publishing a blog is as easy as pressing a button. Double check your entries for tone, appropriateness and accuracy before sending them to New Media.

Questions?

You can always contact Kate Franzman or Daniel Incandela.