

# WRITING FOR THE WIRED WEB

Presented by **Jeff Wisniewski**

Web Services Librarian, University of Pittsburgh

**Friday, May 14, 2010**

10:00 am – 1:00 pm

(3 CEU hours, Refreshments at 9:30 am)

**Cost: \$25**

**@ Rahway Public Library**

2 City Hall Plaza, Rahway, NJ 07065, Ph: 732-340-1551

**Directions:** <http://www.rahwaylibrary.org/directions.htm>

**Public Transportation:** Library is visible from the Rahway Train Station and is located 3 blocks away.  
[ New Jersey Transit ([www.njtransit.com](http://www.njtransit.com)) ]



Image from: [www.varologic.com](http://www.varologic.com)

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**Even with all the podcasts, videos, and Flash tutorials in the world, great library websites need great written content, and writing for the web provides unique opportunities and challenges.**

Learn to tailor your material to the medium by finding out what usability studies reveal about how people actually read online and what the implications are for developing microcontent, menus, and layout. Filled with examples, tips, and tricks, this workshop is a must for library website content contributors and webmasters who want to improve their sites and online writing style.

This workshop covers what research findings show about formatting content, writing style, typography and layout for the web. Train your eye to spot trouble areas on your site. Practice critiquing and revising sample library webpages, and get insights into writing for social media and mobile content.



Image from: [matrix-writers.com](http://matrix-writers.com)

**About our Presenter:** **Jeff Wisniewski** received his MLS from the University of Pittsburgh School of Information Sciences. He is the Web Services Librarian for the University Library System at the University of Pittsburgh, where he maintains the Library System's public website, staff intranet, coordinates technical support for Pitt's University-wide ETD program, and project manages new technology initiatives. He serves as a Visiting Lecturer in the School of Information Sciences at the University of Pittsburgh, has taught numerous technology workshops, and is a frequent presenter at web and Internet conferences. He has published in such journals as IRSQ, Online, CIL, and has authored a chapter in the recently released Haworth monograph Federated Search: Solution or Setback for Online Library Services.

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*To register,*

call the office at **732-752-7720/866-505-5465**,

use the registration form on the back of this flyer,

or, go to: [http://www.infolink.org/services/education\\_and\\_training](http://www.infolink.org/services/education_and_training)



## Registration Form:

Please sign me up for **Writing for the Wired Web**  
on Friday, May 14, 2010 @ Rahway Public Library.

Cost: \$25.00 (purchase order or check) payable to  
INFOLINK, 44 Stelton Rd, Suite 330, Piscataway, NJ 08854  
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