

What Does it Mean to Create Evergreen Content?

- **Are you using specific dates?** Some events such as Banned Books Week and Mother's Day fall on different days each year. If you're creating a list with the description "Mother's Day is May 12, so check out some books about great moms!" This list will need to be modified the next year when the date changes. An evergreen alternative would be "Check out these books about great moms to celebrate Mother's Day!"
- **Excited about a big event that's coming up?** It could be the next solar eclipse, the last season of a hit show, or the 100th birthday of an author. It's a great idea to create content to cover this, but as soon as the event passes the content becomes dated. Please consider creating a reminder for yourself to go in and alter the content to make it evergreen or unpublish or delete it after the event has passed.
- **Are you using information that's subject to change?** Writing a blog about RTD routes or Red Rocks summer concerts? That's great, but this information can change down the road. An evergreen alternative would be to link to the source information website, like the RTD website or Red Rocks calendar page, where this information should be regularly updated.
- **Are you using screenshots from the website?** Be aware that we routinely make changes to website navigation to improve usability. Screenshots are a great visual reference for users but can cause frustration when they are out of date. If you do use screenshots, consider creating a calendar reminder to review these for accuracy a couple times each year.
- **Are you including library events?** We love to cross-promote our events by including them in blogs and lists, but once the event passes, a broken link is left behind. Please create a calendar reminder to remove the event link after the date has passed.
- **Are you using terms tied to a specific moment in time like "tomorrow" or "next week"?** While that movie release may be happening "this month" or "at the end of the week" relative to when you write your content, once that day/week/month passes, your description becomes dated. Try using a date or year instead. Rather than "New Cookbooks Coming Out This Month" you could simply title your content "August 2021 Cookbooks." Or instead of "...in honor of the Black Widow movie release later this week..." you could say "...in honor of the Black Widow release July 9, 2021,..."

- **Are you using phrases that date your content?** Phrases such as "recently," "the other day" or "last month" become irrelevant once time passes. If the content is still available to patrons in two or three years, these types of phrase will give a false sense of timeliness. Consider omitting these types of phrases to keep content evergreen.
- **Are you using "I" and "my" statements in your blogs?** As you're writing your blog, please keep in mind that the content you create will belong to the library even if you should leave the district. Statements like "my favorite book from childhood" or "I love a good comedy" will not be relevant if the blog moves from your personal blog account to [ArapahoeStaff](#).