AIR FORCE BLOG ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISON

ASSESSMENT

BLOG POSTING

Has someone discoverd a blog post about your organization? Is it a positive posting?



CONTACT INFORMATION

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EVALUATE

"TROLLS"

Is this a site dedicated to bashing and degrading others?



MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments.

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?



"RAGER"

Is the posting a rant, rage, joke, ridicule or satirical in natue?



"MISGUIDED"

Are there erroneous facts

FIX THE FACTS

Respond with factual information directly on comment board. (See 5 Blog Response Considerations below).



LET POST

STAND

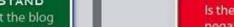
Let the blog post stand -- no response.



UNHAPPY CUSTOMER"

RESTORATION

Rectify the situation, respond and act upon a reasonable solution. (See 5 Blog Response Considerations below).



Is the posting a result of a negative experience from one of our Stakeholders?



RESPOND

SHARE SUCCESS

Proactively share your story and your mission with the blog. (See 5 Blog Response Consideratons below).



FINAL EVALUATION

Base response on present circumstances, site influence and stakeholders promience. Will you respond?





BLOG RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force connection.

SOURCING

Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS

Take time to create good responses, from a few hours to a day.

TONE

Respond in a tone that reflects highly on the rich history of the Air Force.

INFLUENCE

Focus on the most influential blogs related to the Air Force.