

AIR FORCE BLOG ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

ASSESSMENT

BLOG POSTING

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

YES

NO

CONTACT INFORMATION

USAF Public Affairs Agency
901 North Stuart Street, Suite 605
Ballston, VA 22203
Tel: 703-696-1158
E-mail: David.Faggard@pentagon.af.mil
Blog: www.airforcelive.blogspot.com

EVALUATE

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?

NO

YES

LET POST STAND

Let the blog post stand -- no response.

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY

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

"RAGER"

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

NO

"MISGUIDED"

Are there erroneous facts in the posting?

YES

FIX THE FACTS

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

NO

"UNHAPPY CUSTOMER"

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

YES

RESTORATION

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

NO

RESPOND

SHARE SUCCESS

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

YES

FINAL EVALUATION

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

YES

YES

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.