

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?

CONTACT INFORMATION
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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?

"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.

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

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

"MISGUIDED"
Are there erroneous facts in the posting?

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

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

LET POST STAND
Let the blog post stand -- no response.

RESPOND

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

FINAL EVALUATION
Base response on present circumstances, site influence and stakeholders prominence.
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.

TOPE
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.

