greater impact if you can talk about what you did to fix the issue or what you're doing to make sure it doesn't happen again.

Readers do not appreciate excuses or blame-passing, especially if they think you're trying to avoid taking responsibility for whatever the problem is. You can almost always defuse irritation with graciousness and an explanation of what happened, even in situations where you can't actually fix the problem.

- ✓ Acknowledge valid criticism. You'll deserve some criticism, and you can do yourself and your readers a great service if you respond forth-rightly to it. Let readers know you're paying attention and responding. It is the best possible outcome they can expect from making criticism. Besides, your readers know your products and services well they may very well give you criticism that helps you improve what you're doing and just maybe sell more of that better product or service as a result.
- ✓ Don't give scathing, vicious attackers the satisfaction. *Trolls* (commenters who post offensive feedback) and folks who just plain don't like your company will find your blog. If they post abusive criticism that is more invective than informative, feel free to delete the comment and ban the user. No one benefits from remarks clearly intended to stir up trouble, but make sure the criticism isn't valid before you get rid of the comment. In his blog, www.bbrown.info, Bill Brown makes clear he doesn't accept dialogue of this nature in his blogging policy, as shown in Figure 9-2. You can go directly to his blogging policy at www.bbrown.info/blogs/policy.cfm.



Ideas, on the other hand, are freely credited. You can assume that any uncredited content is my own handiwork, though it is a stretch to say that it is uninfluenced by others. I have well integrated Ayn Rand's philosophy of Objectivism into my life and her ideas inform virtually all of my content.

If you want to see where I visit, your best bet is to stand over my shoulder as I peruse the Web throughout the day. The <u>bookmarks</u> area of my site is but a general guide and doesn't reflect my actual travels, though I would certainly love it if it could.

- 5. If I find out I am mistaken on an issue, I will add an "[UPDATE" to the entry no matter how far past the entry is. I am fallible and often jump to conclusions too quickly. I'm big enough to admit my mistakes and missteps no matter how embarassing they might be.
- 6. I will only delete comments when they are offtopic, spam, or abusive. Someone posted a comment recently that read "You are such a fag." Not that there's anything wrong with that, but I didn't see how that furthered discussion one lota so I deleted it.
- The views expressed within this site do represent the views of the management, the BBIC, and all of its subsidiaries.

Undated: 8/10/2001

Figure 9-2:
Bill Brown's
blogging
policy
makes clear
that abusive
comments
are deleted
from his
blog.