

# How Not to Make Friends

Well folks, Facebook has done it again. It has irritated its legions of users by changing its layout. Apparently the folks at Facebook are not too savvy when it comes to public perception. If this was the first time, then we could let it pass. After all, Matt Zuckerberg is all of 12 years old or something such. But this is the upteenth time the company does something that alienates its core public, and thus creates NEGATIVE publicity for itself. Case in point, read this blog entry in the Huffington Post. Facebook has been down this road before. And it doesn't learn. I really wonder if Facebook understands anything at all about public relations. I don't expect Zuckerberg to understand, but he should know enough to hire somebody that can provide him with communications counsel. If the company keeps doing stuff like this, it will become the Tylenol Poisoning example for the next generation (you know, how Tylenol dealt with crisis back in the 80s when someone tampered with its products...). This is not a crisis, per se, but it creates ill will. Some people will use Facebook less, and that translates into fewer eyeballs for its one major source of revenue, the ads. And do I have to spell out what less revenue means? If so, let me introduce you to the Seattle Post-Intelligencer, now online only.

It is ironic in the nth degree that Facebook is an online meeting place for friends. Friends like each other, generally speaking, and I am not liking Facebook right now.

