Web and social media irritants

There are things that I see happening on social media and on the web that are irritating. They happen way too often. Here are my top peeves (and least of this week).

One of my top ten peeves of all time, and which I have discussed before, is the i**mpersonal invitation to connect on LinkedIn.** In the past few weeks, I have received at least four or five invitations from people I don't know and who haven't made the slightest attempt to personalize the LinkedIn generated note "I'd like to add you to my professional network." I got one this morning, and I fired back a note telling the person in question that we hadn't ever met, and that a tip for her would be too personalize the note. She wrote back this really clueless note:

> *Please accept my sincere apologies. I must have mistaken you for someone else. I thought I had met you at a XXXX function.*
> *I never send blind invitations.*
> *I am currently writing for a couple of online magazines and am building local pr connections.*
> *So sorry to be an annoyance.*

Why is this clueless? Because, a) she did send a blind invitation. She could have written something like, "We met at a XXX event last week, and I would like to connect with you here." And b) she is telling me she is using LinkedIn to build connections, which I interpret as using this forum to send out countless queries and newsletters , etc. So, she is not seeking to build a connection with ME, she is seeking to build her network to profit her work.

Other irritants are:

Blog posts that are not shareable on social media. And ironically, this post, from the All things WOM, from the Word of Mouth Association, IS NOT SHAREABLE. Has no share buttons. Really. How stupid is this.

Web redesigns that are not useful to the reader. The Washington Post redesigned their website and recently re-launched it. As far as I can tell, readers were not consulted. In a note to readers, sent THREE days after the re-launch the Post says:

> *The Washington Post is now even more essential and more in tune with the way you interact with news.*
>
> - *Follow stories as they develop and share your ideas as they evolve*
> - *Watch events unfold with new video programs*
> - *Know what's getting the most buzz and what's really happening in D.C.*
> - *Get straight to your favorite coverage with destination hubs for Politics, Local, Sports and Opinions*

I guess what they mean by "more essential" is less stuff to read. Now I have to dig through the site to get to local news. And where are the blogs? Oh, and by screwing around with the site, lots of the Post's blog RSS feeds were messed up. Nice going.

Using swear words on Twitter. I have written about this before, and I will again in light of this article in the New York Times. I swear all the time, just not on Twitter. Because Twitter is a broadcast medium that is also archived. What you say here is on the record for ALL to see. It shows a lack of thought to use your words carelessly.

Promoting yourself endlessly or worse, showing off on Twitter. There is one particular person, whom I just unfollowed today, who felt it necessary to be a braggart at every turn. It was

things like this: “aren’t you jealous of my fabulous view?” with an attached picture. Why do I want to read this? Why do I care? Again, Twitter is a broadcast medium. What you say can be seen by 1000s of people.

Sending too many (or useless) email marketing messages. The AMA-DC was sending me four emails A WEEK. I told them it was too much. They unsubscribed me for criticizing them. And here is Entrepreneur’s take on why people stop following you. Read it and see that too many emails or too many posts irritate people. (And get this, I keep getting Comcast’s marketing missives, even though they CANCELLED my account.)

Any of these get your goat too?