

The weekly communications #fail

Every day I see something in the communications world that either irks me, peeves me or just plain amazes me, and not in a good way. There's so much that I am making it a weekly rant on the blog.

This week's communication fail has to do with sharing... social sharing that is...and how hard it can be to do.

The communications failure for February 17th: Sharing done wrong.

Here's what I have encountered this week:

- **No sharing buttons whatsoever on a blog or major news site.** (In fact, I found no sharing buttons on a post about how to communicate effectively, I am not kidding.) This needs to stop. If you have a blog, you have to include the ability to share.
- **Sharing buttons that share the name of the blog but not the name of the post.** Why would I share something called say, Deb's blog and a URL and expect people to read it? If it said something like "Why sharing buttons are crucial" on Deb's blog, then yes.
- **Sharing buttons that share the name of the post but not of the author.** It's about giving credit where credit is due. There are so many sharing buttons out there, it's hard to find the right one.

If you are a blogger, do yourself a favor: check your sharing buttons right now.

