

Tips for UCubed Jobs Activists: News Blogs and Reader Comments

- Among the most popular features of newspaper websites today are the comments submitted by readers. In online newspapers, these are frequently found by clicking on the “Comments” section or tab at the bottom of an article.
- The “Comments” section provides an excellent opportunity to quickly add your perspective to a jobs-related issue. You can set the record straight about misinformation in the article, add a personal perspective or balance a slew of biased and uninformed comments.
- Public comments posted to these sections tend to be short and highly opinionated. You may find offensive and even incendiary remarks from readers whose views are clearly influenced by extreme ideologies.
- To be effective, your comments should be kept short, no more than a few sentences. Comments posted the same day the article is published stand the greatest chance of being seen.
- Make your point in a calm and clear manner, even if it is an issue you feel very strongly about.
- You may want to “count to 10” and read it again before hitting the “Send” button.
- For additional suggestions, review “Tips for Writing Letters to the Editor.”