



Post-back Training Manual

September 2009

**CAN'T DO IT
WITHOUT YOU**

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Definition “Post-Back”

“A Postback is an action taken by an interactive webpage, when the entire page and its contents are sent to the server for processing some of the information then the server posts the same page back to the browser. This is done to verify user names and passwords, for example, when processing information in an on-line order form, or other similar tasks that require server interaction. (Wikipedia)

A Postback includes a name, email address and comments. A web address may be included or permalink. A permalink is a URL that points to a specific blog or forum entry after it has passed from the front page to the archives. Because a permalink remains unchanged indefinitely, it is less susceptible to link rot. Most modern weblogging and content-syndication software systems support such links. (Wikipedia)

Postbacks, or posting comments to blog sites, support your search strategy, allow you to become part of the online community and enables you to cross-reference your content and information on another blog site.

Postback - using comments online - is an important part of being involved in an online social community. It also enables you to build your profile as a social commentator as well as connect and engage with other bloggers.

The Rules

Authenticity

Be up front about who you are and who you are representing. Don't ever advertise or promote and only post URL's (links) that are relevant to your comment.

Engagement Rules: Provide comment that stimulates the debate from the original blogger post.

Ensure your comment is relevant to what the blogger has written.

Keep your posts short and to the point.

Comment

Make sure you get your facts right and also preview and read your comment before posting.

Tone Message

Friendly Entertaining Respectful Conversational Intelligent	Ensure you are on the ACSA Image Campaign message in context of the tone/voice of the comment thread. Remember you are representing the ACSA Image Campaign. Be consistent in your style, it is part of your online brand personality.
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Do Not

1. Do not be condescending, flippant, insulting, arrogant or aggressive. If the debate heats up, keep to the facts and don't get drawn into the fray.
2. Remember the legal parameters:
 - You must not defame anyone. Libel laws apply.
 - Do not disclose confidential information under any circumstances.
 - Include a copyright reference to any third party material you use.

3. How to find relevant blog posts to postback to:

Sources to Search:

- www.technorait.com
- www.blogsearch.google.com
- www.answers.yahoo.com
- Australia www.gnoos.com

4. How to search relevant information

- Use the advance search option available on all these sites and search by *Keyword*:
 - "Elderly Care"
 - "ACSA Image Campaign"
 - "Aged Care Australia"
 - "Aged Care Professionals Australia"
 - "Elderly"
 - "Residential Care Australia"
- Use apostrophes to group phrases or use the box with *Exact Phrase*.
- Add Australia in the box *With the Words Including*
- Include date criteria "*In the last month*" "*In the last day*" "*In the last week*" so you get relevant and up to date blog content to post back to.

Additional Tips

- Set Up Google Alerts www.google.com/alerts on "Daily" and "Comprehensive" so you get posts direct to your inbox.
- Use Google Reader to get all your news and blog posts in one place
- Set up RSS feeds to bloggers in your community.

Post-back Linguistics

Friendly

Don't use contractions such as *can't* and *won't* unless you are using entire words – can not and will not for emphasis

- Humour – a small quip goes a long way
- Temper the zeal

- Belief – **passion** is vital to influencing others but it can be seen as berating when frustrations rise.

Entertaining

- Humour again - can never have enough word plays and quips
- Using imagery and allusions to everyday life, or very well known shared themes, can create an instant rapport and understanding of your message.

Respectful

- Some obvious ones, eliminate the Don'ts - don't be abusive, don't point fingers. Don't get involved in any conflict around persons rather than the issues.
- Do not ever respond to an attack on you or the organisation. Instead post a parallel postback in support of the organisation with no reference to the slur.
- Now for the Do's: a good way to begin is with respectful acknowledgements:

"I do appreciate how you feel... I can see that many people might feel that way..."

"I imagine people must feel..." and then speak your mind like you are talking to nobody in particular, if you have someone in mind it can get personal.

Challenging

- Use big statements - the world must take notice
- Use the imperative tense¹ or strong modal verbs.
- Strong modal verbs are the ones that precede a verb (doing word) to create an obligation or to compel eg: should, must, ought to
- When using rhetorical questions, use "we" as a personal pronoun this creates a shared challenge and avoids the audience feeding on any guilt they might have for inaction. It also allows them to engage without losing face.

Cheeky

- Cheeky does differ from flippant – they are dark and light of the same concept.
- Cheeky – here we use mitigators, which are any words or phrases that lighten the impact of a message such as: I guess, I suppose, perhaps, could it be that, there's a distinct possibility that, couldn't we say that, it's always possible...
- A few mitigators can turn flippant into cheeky - soften your remark using these phrases and you can get away with making people think, without offending them.

Conversational

- Keep it informal as you would if you were at a social club where you are not on trial for anything other than the force of your personality, but you have a point to make.
- Use contracted words
- Be intelligent and informed in all your comments.
- Education can be entertaining - an engaging teacher was always expanding you - don't be afraid to inject facts into your postback with authority. You need to balance friendly with being on the ball and authoritative.

¹ Imperative tense is instruction or order: Do this! Do that! Take action! Listen up!

Intelligence Driven

- Unlike an academic essay you can get away with stating things in value judgements.
- Facts should be stated clearly and simply using minimum conjunctions and mitigators²
- You don't need them in your postbacks if you know your stuff!!

Empowering

- A call to action must empower the target audience.
- Use those old favourites again - "we" - an affinity with you will empower others to join the force and create a sense that they can help.
- Softer modals – modals of capability and permission - these are: can, could, should be able to, allowed to, give a virtual sense of opening up the flood gates for support - use them to elicit enthusiasm.

Positioning

- Create Association / Union / Affinity
- Using "we" or other suitable inclusive expressions can create affinity – e.g. "People of Australia": G, Whitlam.
- Using shared experiences and shared imagery.
- Create a sense of authority.
- Use direct and simple fact giving sentences with mitigators only when you are not sure – best case, fact check then speak with no-nonsense authority.

NB: this does not apply so much to opinions but facts.

Watch or look up some old political speeches when people still wrote their own and when they really believed that change could happen. See what they do to include and encourage affinity with their cause.

Final note on overall structure

Balance and harmony - The Yin and Yang of a successful postback. Without Yin – Yang can only shoot into the atmosphere, forever passing out energy and never receiving. Without Yang, Yin can only absorb. To create anything, both are needed. A piece of influential writing is no different.

Yin – this is the mitigator - it's the humour, the friendliness and it's the invitation to open up and take the Yang of your message. It greases the door.

The Yang opens it and marches through – successful writing of any kind has rhythm and balance, awareness of language and intelligent structure.

Make sure there is a balance of open, affinity creating devices, and firm, direct authoritative sentences and concepts.

As a note on structure Yin and Yang should alternate. If you begin with Yin - you lure in your audience with a question or a mitigated concept. You then assert something, or command.

² Mitigators are anything that weakens the phrase such as a) I guess b) actually c) some d) in some cases e) at times f) some say g) it is said h) there are reports, it is reported etc. If you are not sure, then yes, inject a disclaimer or mitigator, but for many, they come as second nature especially in our Anglo-Saxon culture of politeness. Save them for your balancing quip at the conclusion.

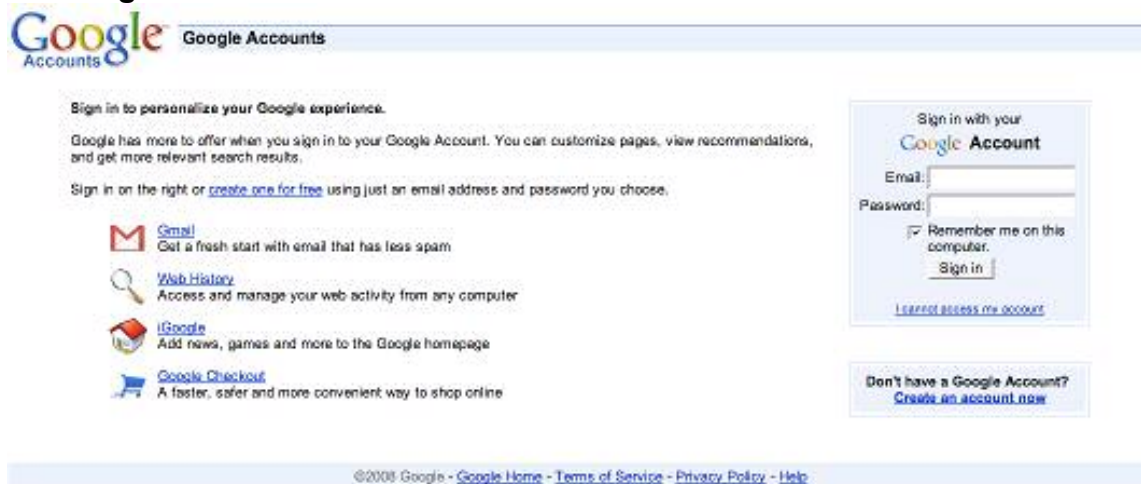
- Assert: Simple tenses. It is, It was, There is,
- Command: use of the imperative – browse online once a week and you will find enough issues around finance and home finance – this is very yang – forceful, challenging and using the imperative.

If you begin with a huge statement, it's a good idea to reverse so you don't lose people to overkill. Balance and Rhythm.

Step by Step Guide

BLOG SEARCH TERMS

Creating an Account



To create a Google Alerts Account:

1. Go to searchblogs.google.com
2. Click the “Sign in” link
3. The “Google Accounts” page will load. Click the [Create an Account Now](#) link.
4. Enter account details into the sign up form and accepts account terms and conditions.
5. Commence your search – see below.

blogsearch.google.com

1. Search from blogsearch.google.com.



2. Select Advance Search by clicking the link

3. Enter Search Keywords

Find posts

- with all of the words
- with the **exact phrase**
- with **at least one** of the words
- without the words
- with these words in the **post title**

In blogs

- with these words in the **blog title**
- at this **URL**

By Author

blogs and posts written by

Dates

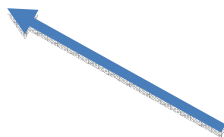
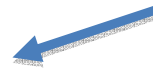
- posts written:
- posts written between and

Language

posts written in:

SafeSearch

- No filtering
- Filter using [SafeSearch](#)



This can focus on Post Search Keywords, or Blog Searches – Including IP specific search by typing site:au (for Australian site) in the “at this URL” text field.

- Select a date range
- Select the radio button “Filter Using SafeSearch” to filter out unwanted results.

50 results

4. Select the number of “search results” from the drop down list and click the “Search Blogs” button.

NOTE: You may narrow your search by grouping words using quotes around key grouped word – for example grouping “Aged Care Australia” in the term - “Aged Care Australia” Elderly

5. Based on the success of the Search you may create Alerts: including an Email Alert, Google gadgets (ie your iGoogle page) or subscribe to an RSS feed using an RSS Newsfeed Reader.
6. To use email alerts click the “Create an email alert for (keywords, eg ACSA, Elderly Australia, Residential Care, etc)
7. Email alerts will be sent on a daily basis.

Google Alerts as a simple alternative

You may subscribe to Google Alters using www.google.com/alerts. This is a simpler process.

“Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.” *Google*

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

1. Enter a search keywords in Search Terms, eg “Aged Care Australia”
2. Select “Blogs” from Type.
3. Select frequency – “Once a day”
4. Your email address will appear pre-populated if logged in.
5. Click “Create Alert”, the manage Alerts page will load
6. Click the Search Term copy link eg “Elderly Care Australia” to view blog search results. This will display a new window with search blog results, based on the keywords.
7. Alerts will appear on a daily basis with content delivered to your email account.

Yahoo! Answers

<http://au.answers.yahoo.com/> is a *knowledge management tool* based on Questions and Answers. Users are rated on responses. This is done through a negative report by clicking “Reporting Abuse” button under User’s post.

First things first –

1. Create an account by clicking the “Sign Up” link on the top right of the page.
2. Once your signed up and logged in - enter a search question based on your search Keywords
3. To make a comment you must “jump in” first. Access this by clicking the “comments” under the posts.



The image shows a comment form with a light green background. At the top left, it says "Add a comment". In the top right corner, there is a "Check Spelling" button with a small icon. Below this is a large, empty text input area. At the bottom left of the text area, it says "Please limit to 300 characters". At the bottom right, there is a blue "Submit" button.

Enter a 300 character limit response and click submit.

General Notes

- All three sites have RSS Feeds
- Look at tagging feeds.
- With blogsearch.google.com use IP or Domain location filters. For example type “site:au” in the “at URL” text field to target Australian sites, as defined by Australian IP.

Set up Google alerts to monitor and post-back!!!