

Brent questions value of Facebook, Twitter – 4.30.10

The question that keeps striking me is when do newspapers realize they are spending too much time promoting someone else's product with all the FB and Twitter chatter? One local rag actually has the Facebook logo on every front page (weekly). "Join us on Facebook!" with the logo. There is even exclusive content, as indicated here, that is not available to loyal visitors to **Spokesmanreview.com** and longtime customers of the newspaper, unless they join Facebook. How is that right? What good does it do the newspaper, I ask, to promote a group on Facebook? Wouldn't it be better to promote your own site? Spokesman Web sites should be the only sites where you can find the S-R's top columnists. Facebook? Forget about it. What does Facebook care about local news in Coeur d'Alene? Or about the rights of the citizens of North Idaho, and the rights of man? These big new media properties are soaking up far too much attention and giving nothing back. Facebook should be begging to pay the S-R for Dave's presence there, and should be paying for it or doing without. Likewise Twitter. Please if anyone can do it, tell me where there is an income stream for the trusted local newspaper, in all this Twitter and Facebook business? (Believe it or not I deleted half this comment before posting, trying not to be a bloghog.)
