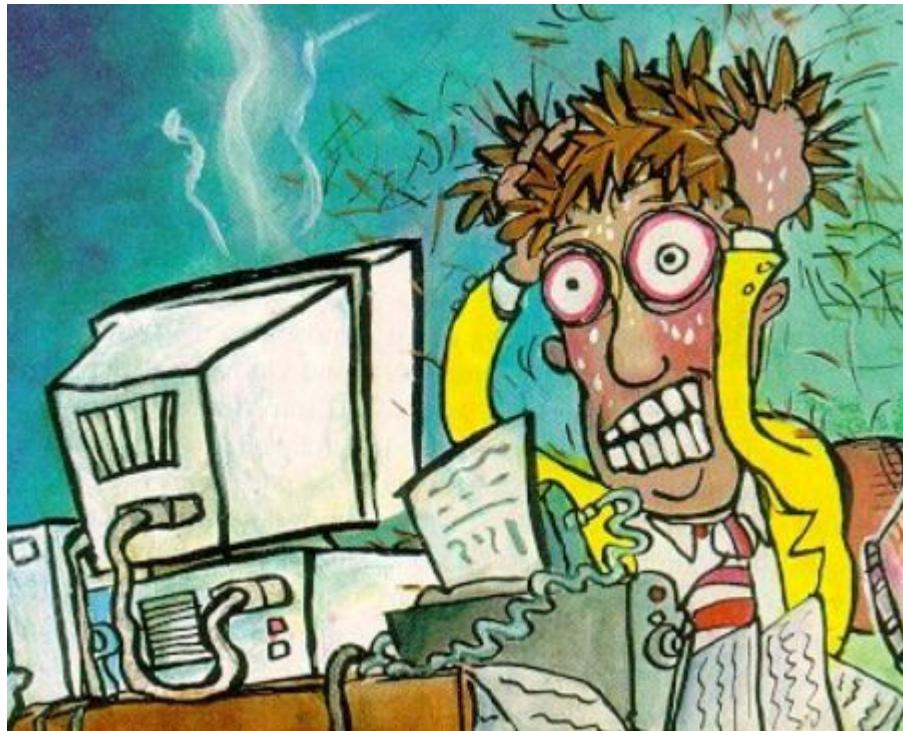


Blogger Emergency Plan 1.0



Courtesy of www.codeodor.com

Social media has become an integral part of how we as a society express ourselves. This notion of connected community involvement has compelled millions of dedicated bloggers to embrace technology and the consumer-friendly blog site *WordPress.com*. In fact, bloggers and their followers not only embraced *WordPress.com*, they became infatuated with it. Why is this important? At roughly 9 p.m. on June, 10, 2010, *WordPress.com* went down for over an hour and left more than 10 million bloggers dumbfounded. I imagine most of you twisted nervously in your chairs, itched feverishly and repetitively clicked the refresh button hoping your life would fall back into alignment. Did you just remember having this feeling? That's because you did. *WordPress.com* collapsed a mere four months ago on Feb. 18, 2010.

In case *WordPress.com* decides to momentarily interrupt your blogging bliss in another four months, you should have an emergency plan. First, do not panic. Clicking the refresh button 236 times instead of 235 times will not work. Second, do not send *WordPress.com* hate mail. Let them dedicate their work force to fixing your significant other, your blog. Third, throw away your foolish notions that if you stare at the computer, the blog will magically appear and all will be copasetic. This is your chance to take a break from the digital age and breathe. Yes, I said it. You are allowed to breathe without your blog breathing. This is not a crime. Pamper yourselves in the archaic fashion, which may include reading a book at your favorite coffee house or taking a stroll in the park. If you don't unwind, I fear you will wake up the next morning with growing bald spots and a migraine attributed to staring anxiously at

your computer screen. Take it from Linda Randall, a blogger who posted a comment the morning of June 11, 2010, on *The Next Web's* Social Media page that updates readers about the *WordPress.com* crisis. Randall said, "It's all good. I'm writing a novel and having some time to myself. I don't mind one bit. One day no traffic, [but] they 'll come back tomorrow and double it." Randall has shaken off the shackles of blogger's addiction and chosen to stay positive.

Positivity will always be the sensible answer during a crisis. Increasing connectivity to strangers and technical glitches come hand in hand. Who will you be when the walls of your social world come cascading down? Will you be calm and collected or a new prescriber of *Valium*? I will optimistically hope for the former.

Love,

Dani



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JUN 11

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