

## Community vs. content? Or just as important?

This post on Mashable well deserves your attention.

*What are you doing to facilitate quality discussion on your blog or website?*

The main assumption is:

*News sites should think less about their comments and more about the discussion they're facilitating.*

Regarding building a community, author Todd Olmstead wrote:

*I realized that the environment has to come before the content. The scope of my project was in fact too narrow: We were prioritizing the comments themselves, when we needed to be facilitating a better place for discussion.*

[Via [Mashable](#)]