



After a meal or overnight experience, many senior travelers are inundated with online requests to post favorable comments on social media websites. Of course, that's OK if you do it voluntarily following an especially good experience. However, the beancounters who promote those businesses now consider the internet a fantastic free advertising tool.

As a recent customer, your happy comments encourage travelers to patronize that hotel or restaurant. Therefore, when you're being pressured online to write favorable words on social media, realize you're creating free advertising without any compensation. Of course, if you have a particularly bad experience ... such as bugs in your bed or flies in your soup ... feel free to blab it angrily on social media.