



<<_CompanyName_>>

<<_Address1_>>

<<_Address2_>>

<<_City_>>, <<_StateProv_>> <<_PostalCode_>>

<<_Website_>>

BLOGGING POLICY

A weblog, web log or simply a blog, is a web application which contains periodic posts on a common webpage. Such a website would typically be accessible to any Internet user. Blogging is the act of posting your comments to a weblog. Blogging can be done for business purposes such as to generate interest in a new product or service, to gain knowledge, or to network with colleagues in your field. However, blogging can also become a drain on work time and can cause liabilities for both the company and the blogger (employee).

Policy Option 1

Employees of [COMPANY] are allowed to “blog” during working hours as long as the blogging activity is related to job activity. A blog also called weblog, is defined as a shared on-line journal or website where people can post entries about their personal experiences, hobbies, interests and in some cases, work experiences. Corporate blogging is the use of blogs for business purposes.

As an employee, you must make it clear that the views that expressed in the blog are yours alone and do not necessarily represent the views of your employer. In addition, please adhere to the following blogging guidelines:

- Do not reveal confidential and proprietary information.
- Ensure that blogging does not interfere with work requirements.
- Consult with immediate supervisor if questions arise about appropriateness of blog content.

Policy Option 2

Employees who maintain personal website or weblogs and discuss matters related to [COMPANY] must bear in mind that although the website or weblog may be a personal venture, some readers may view you as a de facto spokesperson for the company. Therefore, the following guidelines must be followed:

- Make it clear to your readers that the views that expressed in the blog or on the website are yours alone and do not necessarily represent the views of your employer. This can be done by using the following disclaimer: *The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of my employer.*
- Do not disclose confidential or proprietary information. Consult [COMPANY]’s confidentiality policy for guidance.
- Consult your immediate supervisor if you have questions about the appropriateness of publishing information about concepts or developments related to [COMPANY].
- Since a website or weblog is a public space, be respectful to [COMPANY], our employees, our customers, our partners, and others.
- Do not use company trademarks or company graphics on your website or weblog without first obtaining permission from [identify approval party or department].
- If you have questions about your personal website or weblog activity as it relates to [COMPANY], please address your questions to [Vice President of Communications or General Counsel].

Policy Option 3

Blogging is a form of public communication/ Your public communications concerning [COMPANY] must not violate any guidelines set forth in your employee handbook or the company policy manual, whether or not you specifically mention your employee status.

You may participate in [COMPANY] related public communications, including blogging, on company time. However, if doing so interferes with any of your work duties and/or responsibilities, [COMPANY] reserves the right to disallow such participation.

You must include the following disclaimer on published public communications if you identify yourself as a [COMPANY] employee or if you regularly or substantively discuss [Company publicly].

The opinions expressed here are the personal opinions of [your name]. Content published here is not read or approved by [COMPANY] before it is posted and does not necessarily represent the views and opinions of [COMPANY].”

In addition, you must adhere to the following guidelines:

- You may not communicate any material that violates the privacy or publicity rights of another.
- You may not attack personally fellow employees, customers, vendors, or shareholders. You may respectfully disagree with company actions, policies, or management.
- You may not disclose any sensitive, proprietary, confidential, or financial information about the company. This includes revenues, profits, forecasts, and other financial information, any information related to specific brands, products, product lines, customers, operating units, etc. You may not disclose any information about any specific customer.
- You may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or any other person or entity. This includes, but is not limited to, comments regarding [COMPANY], [COMPANY] employees, [COMPANY]’s partners and [COMPANY]’s competitors.

Acknowledging Receipt of Blogging Policy

I have received my copy of the [COMPANY] Blogging Policy and I have read and I understand the information contained here in.

I further acknowledge my understanding that my employment with [COMPANY] may be terminated at any time with or without cause.

Note: The preceding sentence should be included only in states where termination at will is permitted and where the employer desires this status.

Date

Employee’s Signature

Name [Please Print]