# Weblog Policy

To use this template, simply replace the text in dark grey with information customized to your organization. When complete, delete all introductory or example text and convert all remaining text to black prior to distribution.

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| --- | --- |
| **Policy Owner** | Name the person/group responsible for this policy’s management. |
| **Policy Approver(s)** | Name the person/group responsible for implementation approval of this policy. |
| **Related Policies** | Name other related enterprise policies both within or external to this manual. |
| **Related Procedures** | Name other related enterprise procedures both within or external to this manual. |
| **Storage Location** | Describe physical or digital location of copies of this policy. |
| **Effective Date** | List the date that this policy went into effect. |
| **Next Review Date** | List the date that this policy must undergo review and update. |

# Purpose

Describe the factors or circumstances that mandate the existence of the policy. Also state the policy’s basic objectives and what the policy is meant to achieve.

There are several ways the corporate weblog can pose a legal threat to the enterprise. The following examples are not exhaustive, but provide an idea of how blogs can go wrong.

* A disgruntled employee or ex-employee posts confidential information or trade secrets, thus leaving [Company Name] open to lawsuits from business partners, customers, etc.
* An executive inadvertently makes an off-hand or off-color remark. These blogs could be treated as official business communications, therefore falling under certain laws or rules of governance.
* A third-party contributor (e.g. an outside respondent to an existing blog) posts a blog that contains links to illegal websites or materials. This opens the door for legal complications and damage to [Company Name’s] reputation.

As weblog use continues to grow, it is critical that [Company Name] protects itself from litigation due to inappropriate or illegal content posted on the corporate weblog. This weblog policy provides a basis for protecting [Company Name] from litigation arising from weblog issues.

# Scope

Define to whom and to what systems this policy applies. List the employees required to comply, or simply indicate “all” if all must comply. Also indicate any exclusions or exceptions i.e. those people, elements or situations that are not covered by this policy or where special consideration may be made.

This policy applies to all employees acting as authors, moderators, or users of [Company Name’s] weblog.

# Definitions

Define any key terms, acronyms or concepts that will be used in the policy. A standard glossary approach is sufficient.

1. **Weblog (Blog).** A website containing a series of entries updated frequently with new information about particular topics. Information can be contributed by site owners or users.

# Governing Laws & Regulations

If applicable, list any laws or regulations that govern the policy or with which the policy must comply. Confirm with the legal department that the list is full and accurate. If there are no pertinent governing laws or regulations, delete this section.

# Policy Statements

Describe the rules that comprise the policy. This typically takes the form of a series of short prescriptive and proscriptive statements. Sub-dividing this section into sub-sections may be required depending on the length or complexity of the policy.

1. [Company Name] is responsible for physically handling all content on this weblog. As such, [Company Name] reserves the right to edit, amend, withhold, or reject any comments or entries that are deemed libelous, derogatory, controversial, offensive, or otherwise inappropriate. All entries, comments or messages posted to [Company Name’s] weblog are subject to change, deletion, or outright rejection without notice or explanation.
2. [Company Name] does not endorse any organizations sponsoring websites linked to this weblog or the views expressed or products/services offered by any such organization.
3. [Company Name] does not authorize the use of any copyrighted material within websites linked to this weblog.
4. All approved and posted comments are the property of [Company Name] and may be used by [Company Name] elsewhere in other formats and/or medium for marketing or other purposes.
5. Any views, opinions, or thoughts articulated in postings and/or comments from third-party contributors to this weblog do not in any way represent the views of [Company Name], its employees, managers, customers, or business partners. [Company Name] repudiates any and all legal liability for postings by external authors and contributors.
6. Users may not submit comments, opinions, or other remarks on [Company Name’s] weblog that in any way reveal confidential information of, or break non-disclosure/non-competition agreements with third-party companies, institutions, or organizations.
7. Users must disavow any wrongdoing by [Company Name] in the event of legal claims or liabilities against users due to improper comments, content, or hyperlinks/embedded links they have placed within their posting.
8. All weblog authors and commenters will provide their true name and company’s name when submitting a weblog entry. Any submissions without this personal information will be disregarded and deleted.
9. Though [Company Name] will strive to notify users of any changes made to weblog policies and procedures, [Company Name] nevertheless reserves the right to alter these Terms and Conditions of Use at any time, for any reason, with or without prior notification to contributors and readers.

# Non-Compliance

Clearly describe consequences (legal and/or disciplinary) for employee non-compliance with the policy. It may be pertinent to describe the escalation process for repeated non-compliance.

Violations of this policy will be treated like other allegations of wrongdoing at [Company Name]. Allegations of misconduct will be adjudicated according to established procedures. Sanctions for non-compliance may include, but are not limited to, one or more of the following:

1. Disciplinary action according to applicable [Company Name] policies;
2. Termination of employment; and/or
3. Legal action according to applicable laws and contractual agreements.

# Agreement

Include a section that confirms understanding and agreement to comply with the policy. Both signatures and dates are required. A sample statement is provided below.

I have read and understand the [name of policy]. I understand that if I violate the rules explained herein, I may face legal or disciplinary action according to applicable laws or company policy.

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Employee Name

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Employee Signature Date

# Revision History

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| --- | --- | --- | --- |
| **Version ID** | **Date of Change** | **Author** | **Rationale** |
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