

# Blogging Concerns & Risks

NABE Communications Section  
Workshop

October 22 – 25, 2008 \* Austin, TX

# Who's Blogging?

- Executive Director
- Association President
- Association Staff
- Member or Member Leader



# Risk Assessment

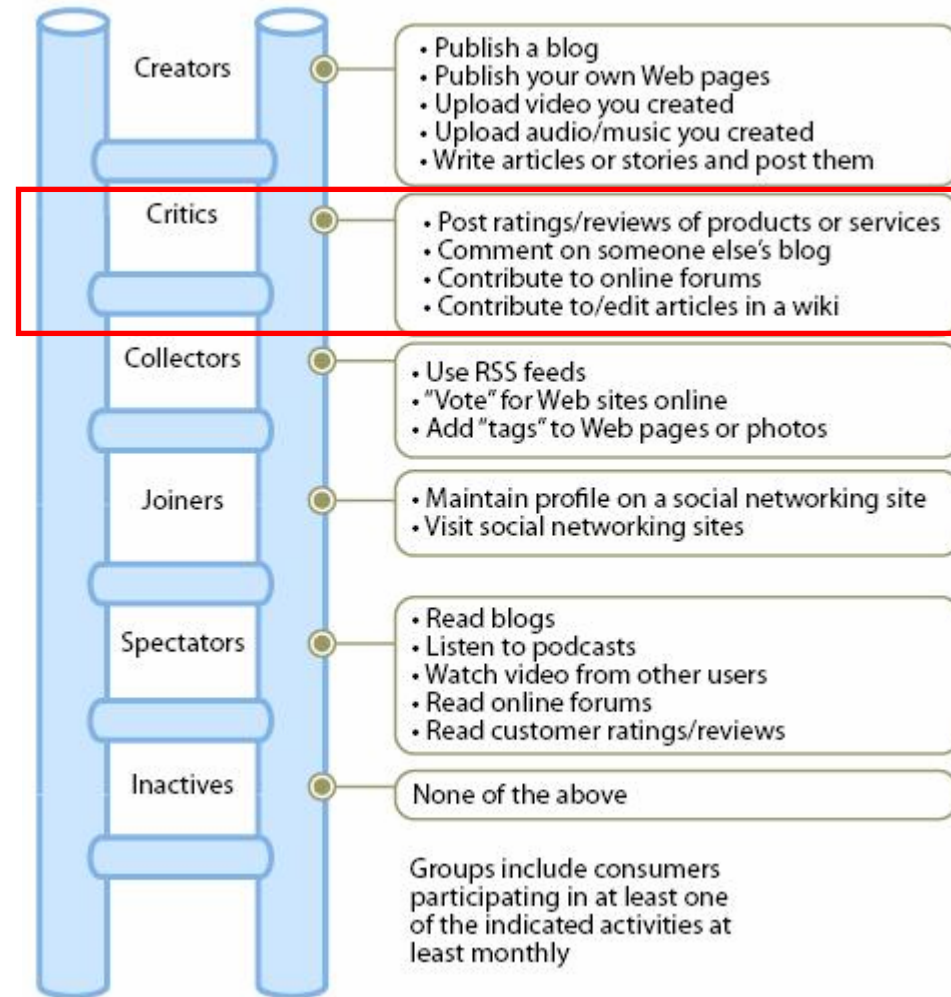
- What is the **goal / topic / theme** of the blog?
- Who's writing it and about what?
- Can the writer sustain posting on a regular basis?
- Where do you want your members to focus their attention?
- Do you have comments?
  - Who can comment? Members? Public?
  - Will you moderate comments?
    - Liability to association
    - Liability insurance adjustments

# Risk Assessment (cont)

- Who will handle replies/inquiries?
- Remember RSS = Syndication
  - Your content will show up on other sites
- Others will blog about what you wrote and reference your blog post
- How are you going to handle damage control or worse?

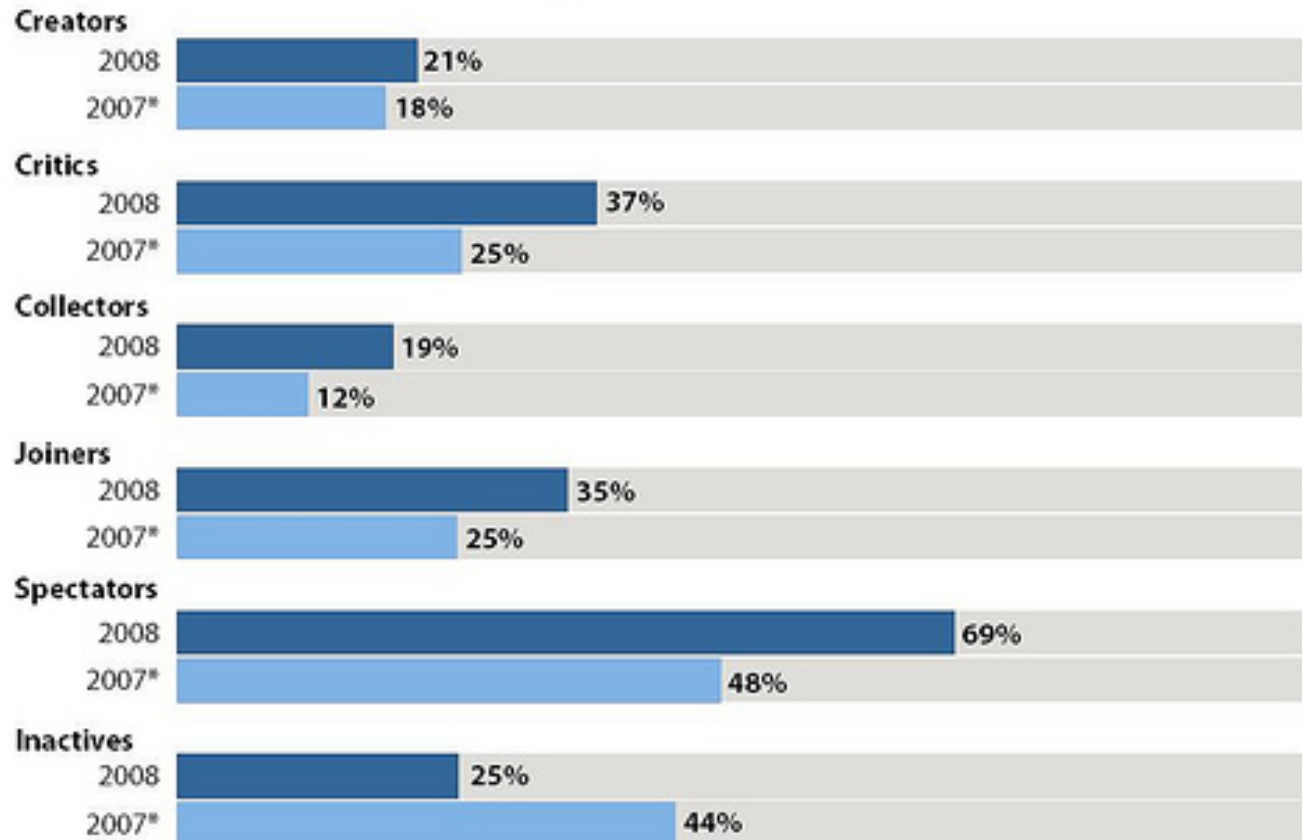
# Critics

- Critics will provide you the most comments to your blog.
- Some will use it as a sounding board for their own agendas, others will provide constructive feedback.
- Be prepared for both.
- Critics represent 37% of the Social Technographics Ladder



# Critics

The Social Technographic Profile of US Online adults



Base: US online adults

\*Source: North American Social Technographics® Online Survey, Q2 2007

Source: North American Technographics Media And Marketing Online Survey, Q2 2008

# Blogging/Social Tool Policy

- Benefits of a Policy
  - Everyone knows the rules
  - Easy to target when something is violated
  - Outlines consequences
- Challenges of a Policy
  - Getting consensus and sign-offs
  - Who does it apply to? (staff only, members, both?)
  - Monitoring and Enforcing

# Example Policies

- IBM Social Computing Guidelines  
*Blogs, wikis, social networks, virtual worlds and social media*
  - <http://www.ibm.com/blogs/zz/en/guidelines.html>

# Sample Blogging Policy

- **Sample Corporate Blogging policy**
  - Make it clear that the views expressed in the blog are yours alone and do not necessarily represent the views of your employer.
  - Respect the company's confidentiality and proprietary information.
  - Ask your manager if you have any questions about what is appropriate to include in your blog.
  - Be respectful to the company, employees, customers, partners, and competitors.
  - Understand when the company asks that topics not be discussed for confidentiality or legal compliance reasons.
  - Ensure that your blogging activity does not interfere with your work commitments.
- Originally from the Forrester Best Practice report, [Blogging: Bubble or Big Deal.](#)