

Soft-Train



*At Soft-Train
Technology Works*

Blog Rules: Managing Policy, Public Relations, and Legal Issues (2 Days) ST00116

COURSE GOAL: Learn how to help ensure that your organization is helped and not hindered by this revolutionary tool.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Legally and ethically regulate employees' personal blogs that mention the company.
- Protect trade secrets and other proprietary information.
- Manage the legal and business exposure associated with corporate blogs.
- Respond swiftly and effectively to blog assaults against the company -- and much more.

KEY TOPICS:

I. Clarifying the meaning of blogs and their objective:

- A. Why blog rules?
- B. Blog pose unprecedented risks to business
- C. Start with a clear objective: why blog?
- D. Proceed with caution: self-assessment for would-be business bloggers

II. Legal Aspects:

- A. Treat blog posts as business records
- B. Blogs create million-dollar (sometimes billion-dollar) legal headaches for employers
- C. Shhh!: Blogs put trade secrets and confidential information at risk
- D. Blog best practices for public companies and regulated firms

III. Designing and Implementing Effective Blog Rules and Policies:

- A. Use written blog rules and policy to control content, maximize compliance, and reduce liabilities
- B. Communication is key to compliance: train, train, and train some more

IV. The Blog Is All About Content

- A. Content can make – or break – your blog and your business

- B. Managing and editing writers' posts and readers' comments
- C. Blog etiquette, or netiquette: twelve tips to help maximize civil discourse
- D. Battling comment spam and slogs

V. Blog Backlash: Employers Fight Back with Lawsuits and Pink Slips:

- A. Employee-bloggers beware 1: blogging can get you fired!
- B. Employee-bloggers beware 2: blogging can get you sued!
- C. How to blog without getting fired: eight tips for bloggers who want to keep their jobs and stay out of court

VI. Public Relations: Telling Your Story, Recruiting Customer Evangelists, Positioning CEO Bloggers

- A. The rules of engagement have changed: blogs make it harder to control your message and your brand
- B. Spreading the word and selling the brand through customer evangelists and brand bloggers
- C. Positioning the CEO-blogger as opinion leader

VII. Managing Your Reputation in the Blogosphere

- A. You've been blogged: how to prepare for - and respond to - an attack in the blogosphere
- B. Best practices help keep blog storms at bay

VIII. Putting Business Blogs to Work: Secrets, Strategies and Success Stories

- A. Q&A with IBM: blog central keeps IBM employees at the forefront of technology
- B. IBM Blogging policy and guidelines
- C. Q&A with Edelman
- D. Edelman's principles and code of conduct: maintaining a weblog