

Soft-Train



*At Soft-Train
Technology Works*

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

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
- E. Treat blog posts as business records

II. Legal Aspects:

- A. Blogs create million-dollar (sometimes billion-dollar) legal headaches for employers
- B. Shhh!: blogs put trade secrets and confidential information at risk
- C. Blog best practices for public companies and regulated firms
- D. Use written blog rules and policy to control content, maximize compliance, and reduce liabilities

III. Practices of Good Blogging:

- A. Communication is key to compliance: train, train, and train some more
- B. Content can make – or break – your blog and your business
- C. Managing and editing writers' posts and readers' comments
- D. Blog etiquette, or netiquette: twelve tips to help maximize civil discourse

E. Battling comment spam and slogs

IV. Do's and Don'ts of Blogging:

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

D. Spreading the word and selling the brand through customer evangelists and brand bloggers

E. Positioning the CEO-blogger as opinion leader

F. You've been blogged: how to prepare for - and respond to - an attack in the blogosphere

G. Best practices help keep blog storms at bay

V. Questions and Answers:

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