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

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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 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

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Data from Forrester Research Technographics® surveys, 2008. For further details on the Social Technographics profile, see groundswell.forrester.com.
Critics

The Social Technographic Profile of US Online Adults

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2007*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Critics</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>Collectors</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Joiners</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Spectators</td>
<td>69%</td>
<td>48%</td>
</tr>
<tr>
<td>Inactives</td>
<td>25%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Base: US online adults

*Source: North American Social Technographics® Online Survey, Q2 2007
Source: North American Technographics Media And Marketing Online Survey, Q2 2008

Source: Forrester Research, Inc.
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

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](https://www.forrester.com).