Blog Policy Template

# Purpose

The purpose of this policy is to protect your organization from the increasing risk that blogs present. Use this template as a starting point, to absolve your organization from litigation that could result from illegal or inappropriate content.

# Scope

Following are a few scenarios of how a blog can potentially harm your organization:

* Personal blogs written by executives could have inappropriate comments that may be viewed as official business communications, opening the door to lawsuits from partners, customers, etc.
* Ex-employees could reveal confidential information related to your organization or industry that could leave you in legal hot water.
* Your corporate blog (which should be heavily moderated) could have responses from a third-party, which are off-color or link to websites that can harm your organization’s reputation and brand.

# Sample Disclaimer

Following is a sample of a disclaimer you can post on your corporate blog. Be sure to consult your legal counsel before posting as this may need to be modified before it is adequate for your organization’s needs.

“All views, expressions, or judgments articulated postings to this blog by third-party contributors are not representative of the views of [insert company name], its employees, executives, customers, or business partners.”

# Sample Terms and Conditions of Use

Following is a sample Terms & Conditions of Use that you can post on your blog. Once again, be sure to consult legal counsel before posting to ensure its validity.

1. [Company Name] is responsible for physically handling all content on this blog. As such, we reserve the right to edit, amend, withhold, or reject any comments or entries that are deemed libelous, derogatory, controversial, offensive, or otherwise inappropriate. When submitting an entry or comment to this blog, you are of the understanding and agree that the message(s) you post is subject to change, deletion, or outright rejection without notice or explanation.
2. By accepting these Terms and Conditions of Use, you understand and agree that 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.
3. All views, expressions, or judgments articulated postings to this blog by third-party contributors are not representative of the views of [insert company name], its employees, executives, customers, or business partners.” [Company Name] repudiates any and all legal liability for postings by external authors and contributors.
4. You agree not to make comments, opinions, or other remarks on [Company Name]’s blog that in any way reveal confidential information of, or break non-disclosure/non-compete agreements with, third party companies, institutions, or organizations.
5. You agree to renounce any wrongdoing by [Company Name] in the event of legal claims or liabilities against you due to improper comments, content, or hyperlinks/embedded links you have placed with
6. in your posting.
7. You agree to provide your true name and your company’s name when submitting a blog entry. You also agree that submissions without this personal information will be disregarded and destroyed.

Though [company name] will strive to notify users of any changes made to blog policies and procedures, we nevertheless reserve 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.