

## Guide to Corporate Blogging

Posted by Fredrik Wackå on his blog:

[www.corporateblogging.info](http://www.corporateblogging.info)

I've compared and categorized the corporate blogging policies and guidelines of IBM, Yahoo! (pdf), Hill & Knowlton, Plaxo, Thomas Nelson, Feedster, Groove and Sun.

***All of the eight most well-known corporate blogging policies agree on four points -- corporate bloggers are personally responsible, they should abide by existing rules, keep secrets and be nice. Those four principles are the core of today's corporate blogging rules.***

Why a comparison? I figured it would be valuable for many other organizations to get an overview of these early policies. Maybe see the patterns. And it is interesting to find what all of them consider important -- and perhaps even more interesting are some of the more unusual pieces of advice/rules.

- The Core (all companies compared)
  - You're personally responsible
  - Abide by existing rules
  - Keep secrets
  - Be nice
  
- The Common (approximately half of them)
  - Add value
  - Respect copyright
  - Follow the law
  - Cite and link
  - Discuss with your manager
  
- The Unusual (only one or two companies mention)
  - You can write on company time
  - Our goal
  - You may disagree with the boss
  - Stop blogging if we say so
  - Contact PR

Source: [www.corporateblogging.info](http://www.corporateblogging.info)