

Guidelines for bloggers

- Most weblogs publish RSS feeds that others can subscribe to, so remember that others, including your colleagues, may be actively reading what you write.
- Think of what you say in your weblog in the same way as statements you might make to the media, or emails you might send to people you don't know. If you wouldn't include it in those, don't post it on your weblog.
- Do not write anonymously or under a pseudonym. Your name should be prominently displayed on your blog's title or subtitle. This will add credibility with your readers and promote accountability within the firm.

Blogging best practices

- *Link, link, link*
The web is all about links. When you find something interesting and relevant, link to it. You'll be helping your readers, and you'll generate links back to your blog.
- *Be interesting*
If you write interesting things on your blog, it will be popular. Expose your personality but remember that your blog is a public place so try to avoid embarrassing your readers or others.
- *Check your facts*
Even though your blog postings will be primarily made up of personal opinion, do your research well and check that your facts are accurate. Make sure you have permission to post any copyrighted items (e.g. images) to your blog, and be careful about posting or linking to items that may contain viruses.
- *Write about what you know*
The best way to be interesting is to write about what you know. If you have a deep understanding of something, talk about the challenges and issues around it. Try not to rant about things you don't understand, as you're more likely to get embarrassed by a real expert.
- *Quality matters*
Use a spell-checker and keep things clear and concise. Ask people whether your blog looks good, design-wise, and take their advice to improve it.

Blogger Code Of Ethics

1. I will tell the truth.
2. I will write deliberately and with accuracy.
3. I will acknowledge and correct mistakes promptly.
4. I will preserve the original post, using notations to show where I have made changes so as to maintain the integrity of my publishing.

5. I will never delete a post.
6. I will not delete comments unless they are spam or off-topic.
7. I will reply to emails and comments when appropriate, and do so promptly.
8. I will strive for high quality with every post – including basic spellchecking.
9. I will stay on topic.
10. I will disagree with other opinions respectfully.
11. I will link to online references and original source materials directly.
12. I will disclose conflicts of interest.
13. I will keep private issues and topics private, since discussing private issues would jeopardize my personal and work relationships.