

POLICY TITLE: **Blogging**

DATE PREPARED: March 11, 2008

DATE EFFECTIVE: April 16, 2008

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APPROVED BY: DATE: April 16, 2008

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**POLICY STATEMENT:**

Company name recognizes Blogs (weblogs) as a public Internet communication tool that provides an avenue to expand business development and market the expertise of our attorneys and practice groups. Company name supports the use of Company name sponsored blogs only and does not permit the use of personal blogs for the promotion of legal services by its attorneys or staff.

By posting your Content you are granting Company name a non-exclusive, perpetual, and worldwide license to use your Content without limitation, the license rights to copy, distribute, transmit, publicly display, publicly perform, reproduce, edit, translate and reformat your Content, and/or to incorporate it into a collective work.

When publicly displaying, publicly performing, reproducing or distributing copies of your Content or Content as incorporated into a collective work, Company name will make best efforts to credit your authorship. You grant Company name permission to use your name for such attribution purposes. You, likewise, agree to represent yourself accurately. You acknowledge that misrepresentation may lead us, in our sole discretion, to cancel your use of the Blogging service and delete any of your Content.

**Blog approval and creation process**

- Each practice group leader is responsible for the approval of blog(s) and oversight of blog content for any individual who wants to create a blog.
- The marketing department has selected the blogging platform of Movabletype.com and has acquired appropriate licensing. Should a blogger require additional features the marketing department will work with that blogger to select an appropriate service or solution.
- Domain names (URLs) are acquired by the Information Technology department so that tracking and renewal of Company name related Internet addresses are appropriately managed.
- A link to the blog will be appropriately placed on Company name's web site only.

- You may not disclose any sensitive, proprietary, confidential, or financial information about Company name. This includes revenues, profits, forecasts, and other financial information, any information related to specific authors, brands, products, product lines, customers, operating units and other like information. Disclosing information about any specific client requires permission from the client.
- You may not post any material that is copyrighted unless (a) you are the copyright owner, (b) you have written permission of the copyright owner to post the copyrighted material on your blog, or (c) you have confirmed the use of any copyrighted material is permitted by the legal doctrine of “fair use.” (Please note: this is your responsibility.)
- You may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, embarrassing to another person or entity, or violates the privacy rights of another. Also, do not post material that contains viruses, Trojan horses, worms, or any other computer code that is intended to damage, interfere with, or surreptitiously intercept or expropriate any system, data, or information.

#### **Blog removal process**

- Blogs will be monitored by the Marketing Department for activity. If a blog is without any activity or fresh content for a period of 4 weeks it will be reported to the practice group leader for action.
- If a blog is to be terminated either the Marketing or IT Department will have the link removed from the Company name web site and the content removed from the blog site and stored on Company name’s back-up medium.
- The commitment of time is a critical factor to Blog development as is posting meaningful content on a consistent basis. Without meaningful and fresh content to draw readers you will not be realizing the primary purpose of a Blog.