

Disclosure Best Practices Checklist

Disclosure of Identity

Focus: Best practices for how employees and agencies acting as official corporate representatives disclose their identity to bloggers and on blogs.

When communicating with blogs or bloggers on behalf of my company or on topics related to the business of my company, I will:

1. Disclose who I am, who I work for, and any other relevant affiliations from the very first encounter.
2. Disclose any business/client relationship if I am communicating on behalf of a third party.
3. Provide a means of communicating with me.
4. Comply with all laws and regulations regarding disclosure of identity.
5. We will inform employees, agencies, and advocates that we have a formal relationship of these disclosure policies and take action quickly to correct problems where possible.
6. Pseudonyms:
(Option A) Never use a false or obscured identity or pseudonym.
(Option B) If aliases or role accounts are used for employee privacy, security, or other business reasons, these identities will clearly indicate the organization I represent and provide means for two-way communications with that alias.
7. "We Didn't Know"
Clearly disclose our involvement on all blogs produced by the company or our agencies.

Disclosure Best Practices Checklist

Personal/Unofficial Blogging and Outreach

Focus: Best practices for employees and employers related to personal blogs and personal social media participation that talk about company-related issues. These are intended to supplement existing employee policies.

For personal blogs or social media interactions:

1. If employees write anything related to the business of their employer on personal pages, posts, and comments, they will clearly identify their business affiliation.
2. The manner of disclosure can be flexible as long as it is clear to the average reader, directly connected to the relevant post, or provides a means of communicating further (Example disclosure methods could include: usernames that include the company name, link to bio or about me page, or statement in the post itself "I work for __<company>__ and this is my personal opinion.")
3. Employees will specifically clarify which posts/comments are their own opinions vs. official corporate statements.
4. Writing which does not mention work-related topics does not need to mention the employment relationship.
5. If employees blog anonymously they should not discuss matters related to the business of their employer. If employer-related topics are mentioned, they should disclose their affiliation with the company.

Disclosure Best Practices Checklist

Blogger Relations

Focus: Best practices for how businesses interact with external blogs and bloggers.

When communicating with blogs or bloggers on behalf of my company, I will:

1. Disclose who I am, who I work for and any other relevant affiliations from the very first encounter.
2. Proactively ask bloggers to be transparent about their relationship and communications with me.
3. Always be truthful.
4. Never ask someone else to deceive bloggers for me.
5. Never ask bloggers to write a fake endorsement or something they do not believe.
6. Never use off-topic comment for self-promotional intent.
7. Never take action contrary to the specific boundaries, terms and conditions, and community guidelines set by each blog.
8. Not use services or technologies for mass-posting comments.
9. Use extreme care when communicating with minors or blogs intended to be read by minors.
10. Comply with all laws and regulations regarding disclosure of identity.
11. Make it clear to our employees and agencies that these rules apply to them.