

## Sample Blogging Policy

### Introduction

With internet publishing and particularly with blogging, there is a fine line between freedom and control over content. This Acceptable Use Policy (AUP) sets out a few basic principles and policies for bloggers.

Often, people do not fully understand the consequences of their actions when they publish blogs. The guidelines and principles below will set out your main responsibilities for you. Ignorance of these guidelines and your responsibilities is no excuse.

### Registration

You will only be given access to a new blog or a group blog where your identity and authority to publish have been verified by the administrator.

### Basic Principles

Blogs are to be treated as public spaces. If you wouldn't say it in open conversation with colleagues, then it is not appropriate for publishing in your blog.

### Acceptable Use of your Blog

- Approved users are welcome to post or comment on any appropriate subject.
- Posts and comments on the blogs should be positive and should not criticise individuals. When writing your posts and comments, please use the same courtesy that you would show when speaking face-to-face with someone. "Flames", insults, and personal attacks will not be tolerated. It's fine to disagree strongly with opinions, ideas, and facts, and to engage in debate, but always with respect for the other person. If you feel another user is harassing you, do not retaliate – inform the administrator.
- You should not publish to your blog using a pseudonym, username or "netname". However, please remember that the blog is published on the internet, and as such could be accessed by any internet user. Do **not** use actual names when writing about subjects that require confidentiality as this may cause offence. Instead, use basic aliases or couch your discussion in general terms.
- Respect copyright, and don't reproduce material from elsewhere on the Internet without referencing the source. It is better to link directly to the original source.
- You may **not** use your blog for personal financial gain or for commercial activities.

Do not publish:

- Any confidential or privileged information, gossip or hearsay. If in doubt as to the confidential status of a particular piece of information, it is always better to ask first.

- Material that is defamatory or intended to offend, annoy, harass or intimidate another person or persons. This includes ethnic slurs, racist comments, personal insults, obscene/indecent words or suggestions; and be careful of sensitive topics such as politics or religion. Do not entice or encourage other users/commenters on your blog to post such material either, or respond to comments or posts in a way that may provoke aggressive responses.

### **Your Responsibilities**

1. Breaches of the AUP by any user should be reported to the administrator, who may withdraw access to the blog.
2. Where the blog administrator receives a complaint about a particular blog, they have the final say in deciding whether the blog or its posts should be removed or edited. The administrator reserves the right to remove any post without warning, but will generally contact you out of courtesy to explain the reasons for a post's removal.

### **Keeping your blog secure**

- You are responsible for any misuse of your account, even if the misuse was committed by a friend, family member, guest or employee. You should take steps to ensure that no-one apart from you has the ability to access your blog.
- Keep your password secure. Do not share your password with anyone, and take reasonable care to prevent others from using your account (e.g. log out as soon as you have finished, do not write your password down)
- Do not try to access another users' account or use their password. This is not permitted and may result in your access rights being removed.