company and about human-resources issues. After all, if you put a person in place to deal with blogging questions and then don't back up his or her calls, you effectively do more harm than good.

Figure 12-4: Robert Scoble blogs as Microsoft's technical evangelist but still puts a disclaimer on his blog indicating that he doesn't speak for the company.

Looking at a sample policy

Many companies have embraced employee blogs, even including links to them on the company Web site. Published blogging policies, however, are few and far between. This is due in part to the fact that there aren't many formal business blogs and because many of those that do exist are in smaller organizations that don't need to create such a formal structure. If you're thinking of writing a blogging policy that addresses employee blogs, however, you would do well to look at that of Groove Networks, a privately held software company.

The CEO of Groove Networks, Ray Ozzie, maintains his own Weblog, and there are others at Groove. As you might expect, commitment to blogging at such a high level translates into a policy that reads more like a list of suggestions than a legal document. His company's blogging policy is reprinted here as a sidebar, courtesy of Groove Networks (www.groove.net).