

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.

<p>like Canter -- Canter started the company that now is known as Macromedia).</p> <p>To answer his number one request, I'm interviewing Kosar Jaff soon. He's one of the guys who invented USB. I'll get his take on his vision of how home networking will go in the future.</p> <p>Thanks for the nice compliment Marc!</p> <p style="text-align: right;">11:21:41 AM # comment</p> <p><u>Much ado about MSN search</u> Over on my link blog, I'm linking to anyone who has anything intelligent to say about the new MSN Search. Some of the headlines you'll find there?</p> <p>MSN Sucks; the new MSN Search: an unmitigated disaster; Will consumers adopt MSN search?; MSN Search (beta) Already Better Than Google in Some Searches; MSN Search is Learning in Real Time?; A wasted opportunity for Microsoft and the rest of us.</p> <p>By the way, Adam Bosworth's weblog (he works at Google now, used to work at Microsoft) is most interesting. Here's a quote of his that caught my</p>	<p>205-1921 Are you with the press? <i>Last updated: 11/12/2004, 12:51:38 PM.</i></p> <p>Robert Scoble works at Microsoft (title: technical evangelist). Everything here, though, is his personal opinion and is not read or approved before it is posted. No warranties or other guarantees will be offered as to the quality of the opinions or anything else offered here.</p> <p>LiveMessage Alerts! Be the first to comment! Free real-time blog alerts via MSN Messenger, mobile, or email.</p>
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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).