



QuinStreet ●●● 10400 Linn Station Road, Suite 100 ●●● Louisville, KY 40223

## **Blogging and Microblogging Guidelines Template**

The use of blogging and microblogging by subject matter experts (SMEs) and thought leaders within organizations is increasing. Generally seen as beneficial to the organization's online presence, this trend makes it increasingly difficult to draw the necessary guidelines that would protect the organization without stifling the initiative of contributors.

This template will:

- Provide a starting point for creating an objective action charter for your thought leaders to follow while using blogging and microblogging services
- Set employee expectations and establish guidelines for appropriate engagement in social conversations outside the company

Customize this template to suit your organization's needs.

Included in this ZIP file are:

- Intro Doc.pdf
- Terms and Conditions.pdf
- Blogging and Microblogging Guidelines Template.xls