



Thirteen Blogging Rules

Don't pitch, participate.

- Legitimacy and credibility within the blogosphere starts with participation.

Pay attention.

- Know the bloggers. Keep up with the blogs and online news sources that drive your community of interest

You knew the rules even before you started, so follow them.

- Plagiarism, divulging professional secrets, copyright infringement, inappropriate behavior, indiscretion, libel, slander, meanness, vindictiveness... These were all bad things *before* the advent of the blogosphere. The fundamentals of right and wrong have not changed, and neither has your copy of the employee handbook.

Be mindful of the world's longer memory.

- Everything you say is likely to be indexed and stored forever, either via search engines or through bloggers that reference your posts.

Write well.

- Say smart things. Link to smart people. Say smart things to and about these smart people.

Be authentic.

- Your identity, affiliation, and interests are a very large part of who you are. Don't hide them in your blogs or comments. Attempts to do so have been discovered and exposed.

Be thoughtful.

- Don't just funnel raw information to a community. Add value.

Be accurate.

- Respect the facts and link to the trusted sources that form your opinions.

Respect the record.

- Only delete comments that are patently offensive.
- Be honest about where you are posting from and when.

Respect privacy.

- Don't make a private person a public one. (Ref. *Hutchinson v. Proxmire*)

Argument is fine. Quarrelling is not.

- You won't agree with everyone in the blogosphere. Feel free to voice those disagreements, but don't pick fights.

Forget about "control."

- Bloggers aren't bound by NDA's, shield laws, and so on. Engage in *conversation*.

It's okay to have a personality.

- People – not corporations or their marketing messages – make blogs work. Use *your* voice.