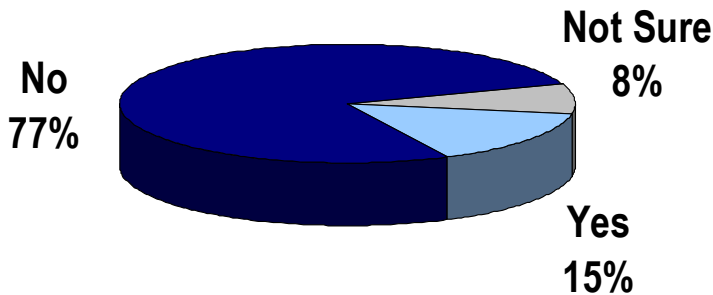
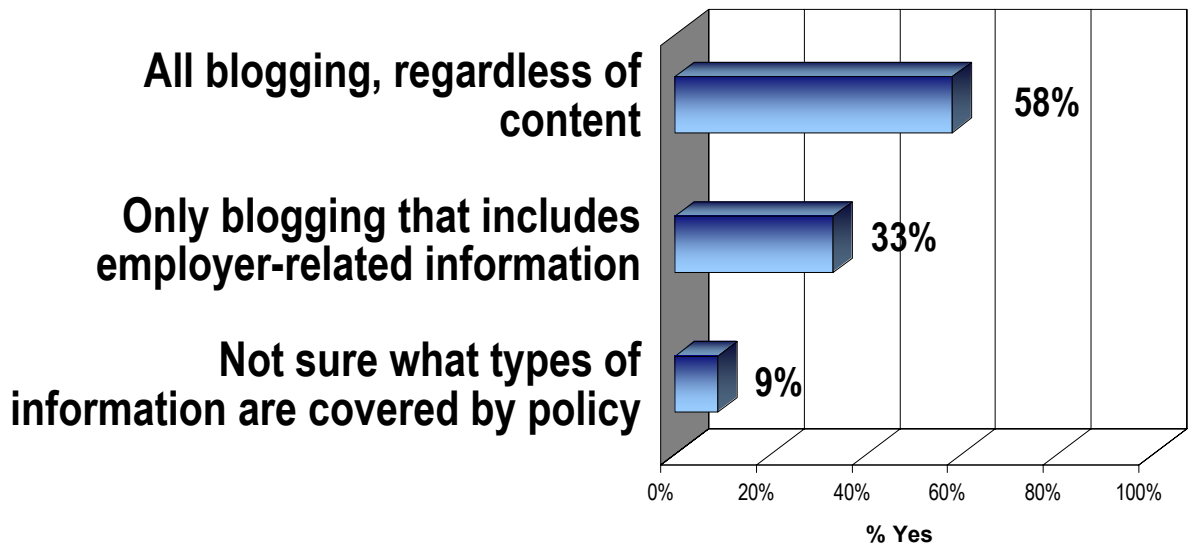


Work for an Employer with Policy or Rule About Blogging



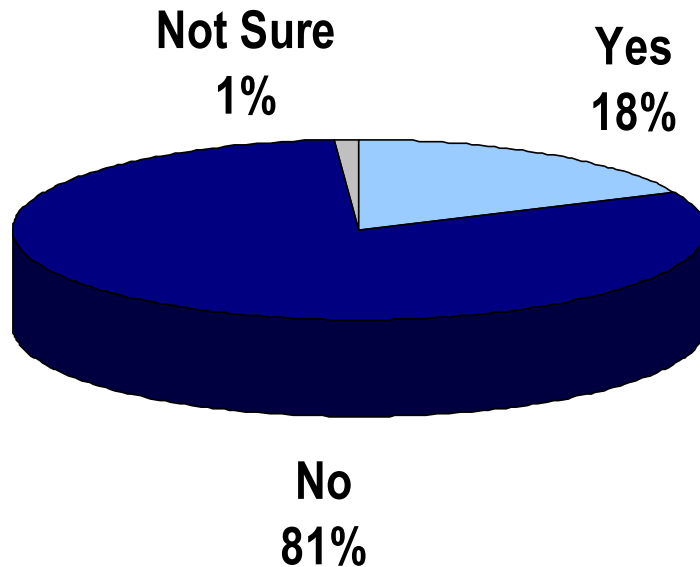
Types of Blogging Covered by Policy



- ◆ 15% of American workers are employed by companies that have formal rules or policies addressing employee use of blogs.
- ◆ Among employees of companies with blogging policies, 58% say the policy deals with all employee blogging, regardless of content and 33% say it concerns only blogging that includes information that might be considered employer-related.

Policy Encourages Promotion of Employer's Business or Reputation on Blogs

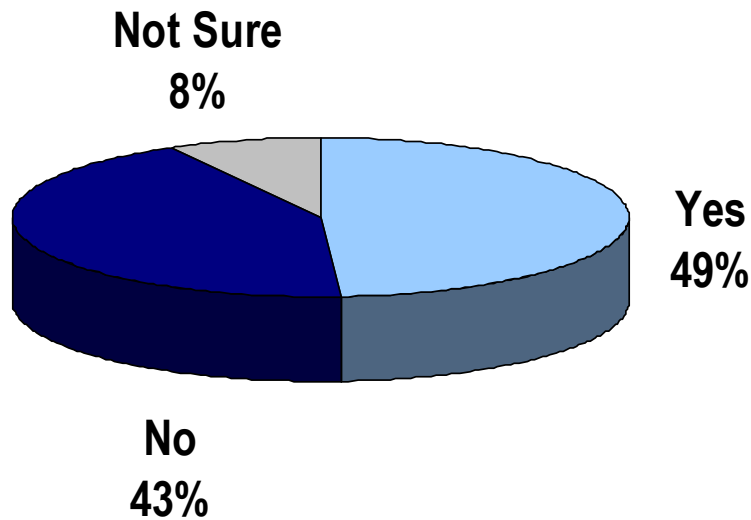
(Among Those Working for Companies with Blogging Policies)



- ◆ Among workers employed by companies with blogging policies, 18% say that the policy encourages employees to promote the company's business or reputation on their blogs.

Policy Differentiates Between Blogging Done on Work Computers Versus Blogging from Home or Other Non-Work Computers

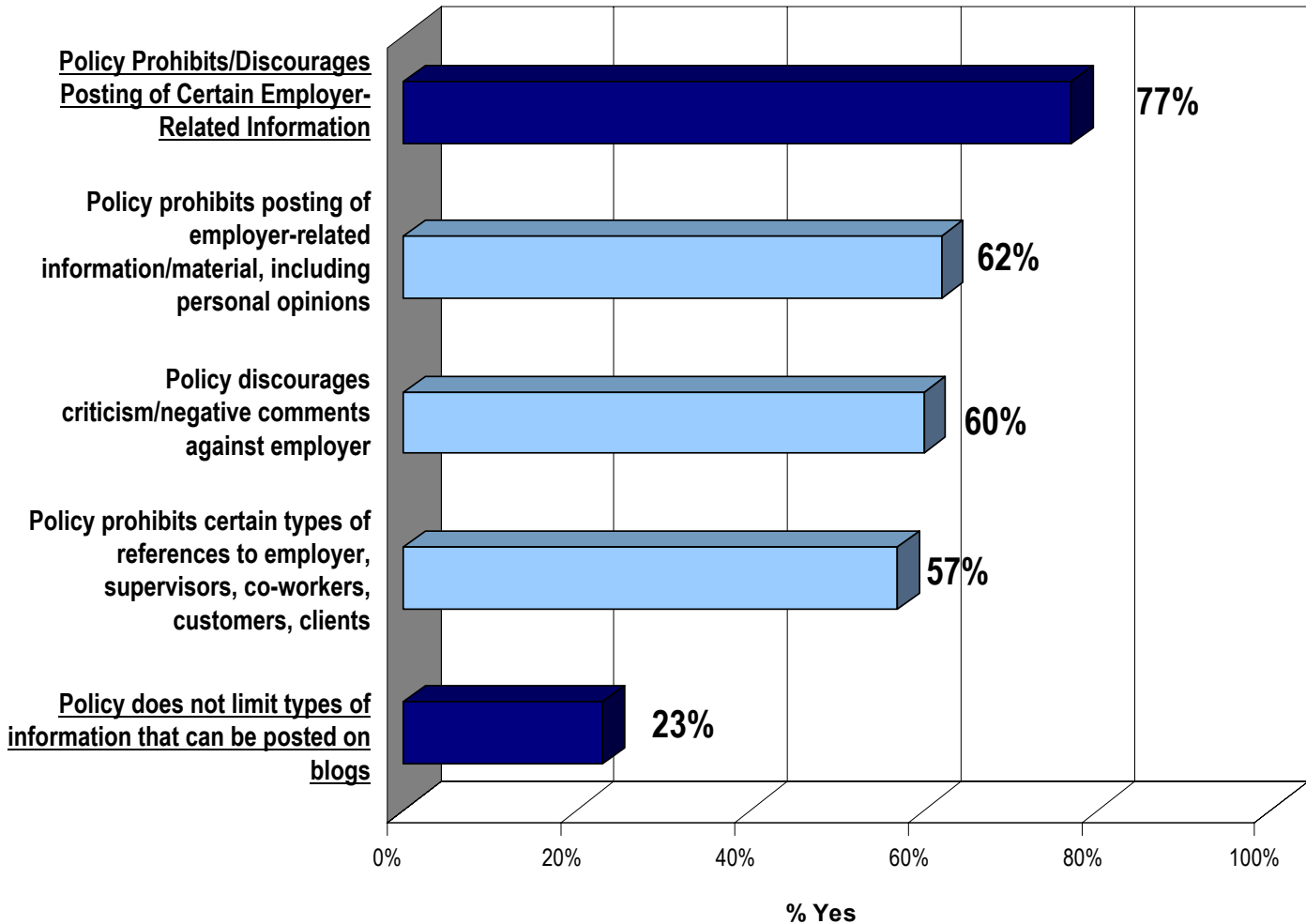
(Among Those Working for Companies with Blogging Policies)



- ◆ 49% of American workers employed by companies with blogging policies report that the policy distinguishes between blogging done from the employer's computer system and blogging done from home or other non-workplace locations.

Policy Prohibits Posting Specific Types of Information

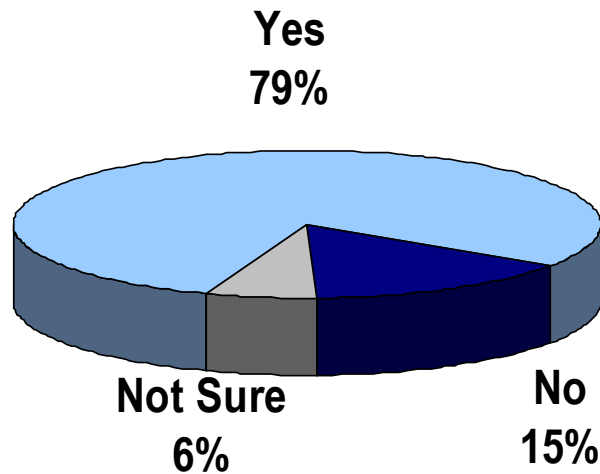
(Among Those Working for Companies with Blogging Policies)



- ◆ 77% of workers report that their employer's blogging policy limits the types of information that can be posted on a blog.
- ◆ Of policies regulating the posting of certain types of information, 62 % prohibit posting of any employer-related information, 60%, discourage criticism of the employer and 57% prohibit posting certain types of references to the employer, supervisors, co-workers, clients and customers.

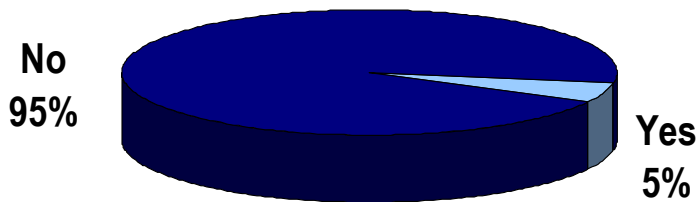
Policy Stipulates Specific Consequences for Posting Prohibited/Discouraged Types of Information

(Among Those Working for Companies with Blogging Policies That Discourage/Prohibit Posting Certain Types of Information)



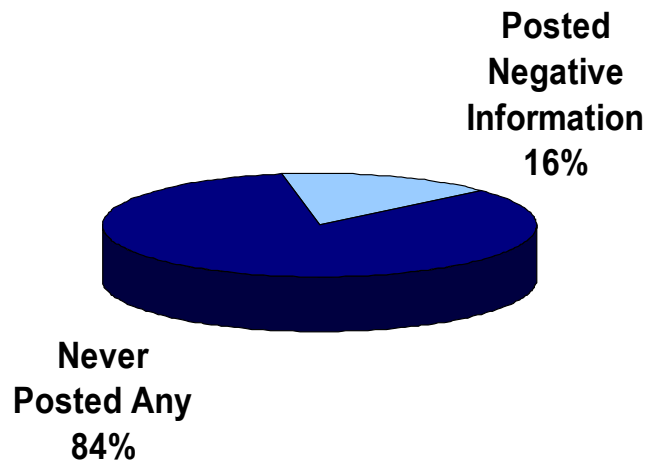
- ◆ 79% of workers employed by companies with blogging policies prohibiting or discouraging posting certain types of employer-related information indicate that their employer stipulates specific consequences for policy violations.

Personally Maintain Blog



Posted Employer-Related Information On Their Blog

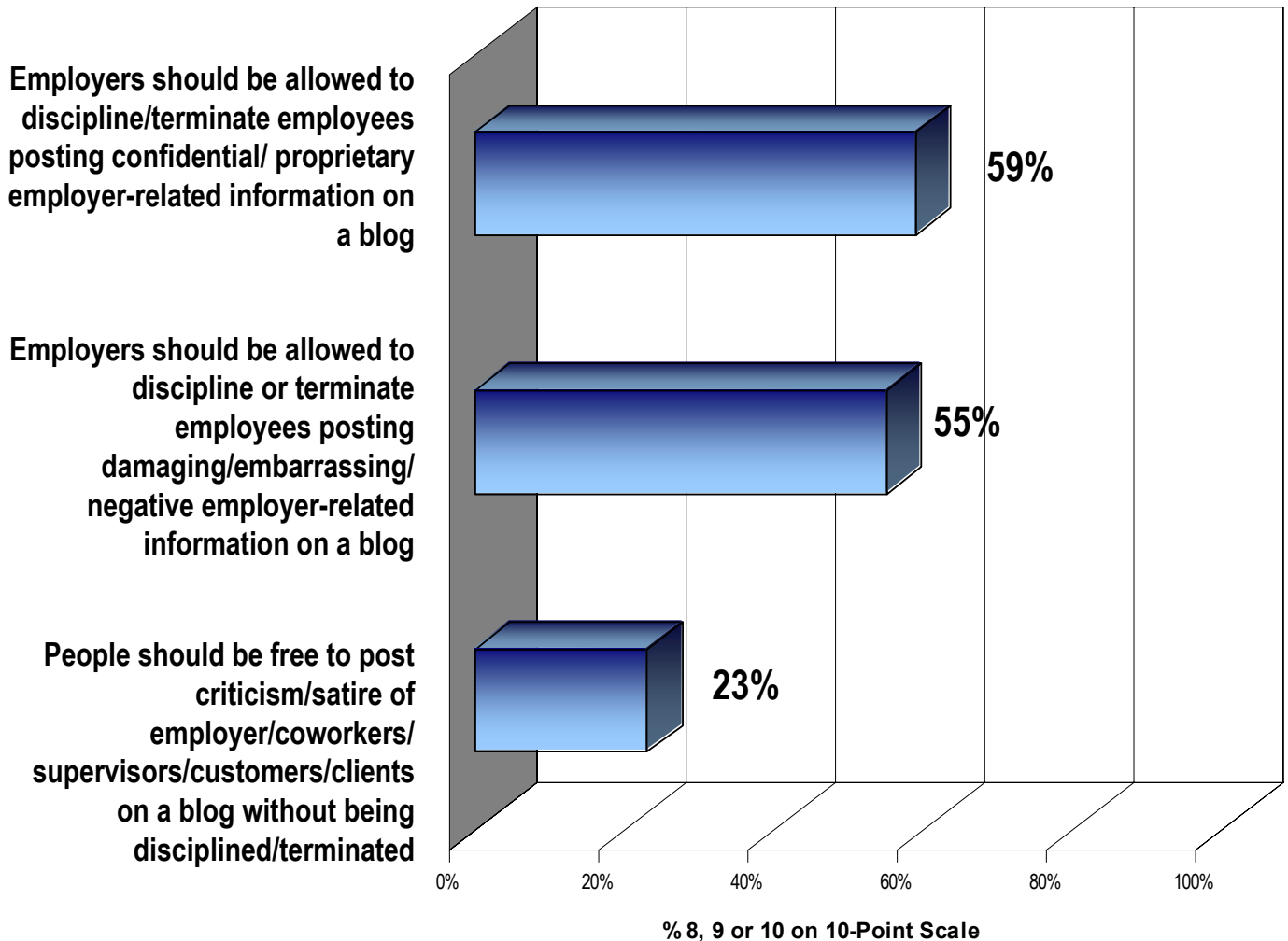
*(Among Those Maintaining a Blog)**



- ◆ 5% of American workers currently maintain a blog.
- ◆ The vast majority (84%) of bloggers have never posted any employer-related information on their blog.
- ◆ The balance, 16%, have posted information that could be considered negative or critical regarding their employer, supervisors, co-workers, customers or clients.

Agreement with Selected Statements About Employee Blogging

% 8, 9 or 10 on 10-point scale
10=Agree Completely; 1=Disagree Completely



- ◆ More than half of American workers agree that employers should have the right to discipline or terminate employees who post proprietary/confidential information (59%) or damaging/embarrassing/negative information (55%) about their employer on their personal blog.
- ◆ 23% of American workers believe that people should be free to post criticism or satire about their employer without fear of reprisals.