

From: Senior Management Committee / Le Comité supérieur de direction
To: Corporate Communications
Date: 10/12/2007 2:28 PM
Subject: Self-publishing and self-expression on the Internet / Publications personnelles et expression d'opinions dans Internet

***La version française suit la version anglaise.

October 12, 2007

Self-publishing and self-expression on the Internet

The Internet has become an integral part of many people's lives. The popularity of self-publishing and social networking media (e.g.: blogging, podcasting, Facebook, etc.) is increasing, and CBC/Radio-Canada employees may choose to take part in these latest media for self-expression and public conversation.

This note responds to employee requests for clarification of the Corporation's attitude with respect to self-publishing and self-expression on the Internet (personal blogging, etc.) and is not intended to discourage employees from doing so. Rather, the intent is to shed some light on the line between you, the individual and you, the CBC/Radio-Canada employee.

Application and scope of guidelines

The guidelines deal with such things as personal blogging, participation in others' blogs, and other self-publishing activities, such as podcasting. These guidelines might also offer you useful food for thought in the context of participation in social networking such as Facebook.

The guidelines apply when content clearly identifies the originator, or allows him or her to be obviously identified, as a CBC/Radio-Canada employee. Generally, self-published content or self-expression that does not identify the originator as a CBC/Radio-Canada employee, does not discuss CBC/Radio-Canada business and is essentially personal in nature, falls outside the scope of these guidelines. Similarly, program-specific blogs, as well as other "official" CBC/Radio-Canada publications or public commentary, are not addressed here.

Guidelines

- If your self-publishing activity (e.g.: blog, podcast, etc.) on the Internet clearly identifies you as a CBC/Radio-Canada employee, or makes it obvious that you are an employee of CBC/Radio-Canada, you should act in a way that reflects CBC/Radio-Canada's values and policies. For example, you should not attack or abuse colleagues, or infringe on their privacy.

- You should be mindful of, and respect all relevant Human Resources and other corporate policies, since they apply to self-publishing and other similar activities in the normal course. In particular, you should be familiar with the following policies: *Conflict of Interest and Ethics* and the *Code of Conduct*, and other similar sections contained within the journalistic policies, including those that deal with Outside Work, Advocacy and Opinion, and Confidential Information, when and as they apply to you specifically. So, for example, journalists must get permission for all outside freelance and journalistic work, including written articles for self-publication or blogs.

- Self-publishing activities and self-expression on the Internet should also be done in a way that respects our policy on *Corporate Information Technology (IT) Security and Employee Use of IT Assets*. For example, "Employees are provided with access to CBC/Radio-Canada IT Assets for business use and for the purpose of performing job-related activities. Although some limited personal use will be tolerated, it is subject to this Policy and must not interfere with or detract from employees' assigned tasks." In this respect, all such activities should be done on an employee's own time, using a personal computer and personal e-mail address.

- If you are identifying yourself as a CBC/Radio-Canada employee in the course of such activities (e.g.: posting on your own blog or on a third party's), you should not advocate for a group or a cause, or express partisan political opinion. You should also avoid subjects that could bring CBC/Radio-Canada into disrepute. Similarly, it wouldn't be a bad idea to include a disclaimer to the effect of: "the views expressed here are my own and not those of CBC/Radio-Canada."

- If you work in News and Current Affairs, in particular, in addition to seeking the permission of your supervisor, you should also ensure that nothing that you are self-publishing or expressing during the course of such activities risks undermining the integrity or impartiality of CBC/Radio-Canada's News divisions.

- CBC/Radio-Canada material such as pre-interviews, interviews, research, etc., created or developed while doing your job, is the property of CBC/Radio-Canada and cannot be used for personal purposes.

- "The CBC Blogging Manifesto" that is referred to on *Inside the CBC*, the official blog of the Corporation, and elsewhere on the Web, is not corporate policy or guideline. It was devised and adopted independently by a number of prominent employee bloggers. While not formally sanctioned, it nonetheless offers good advice to those wishing to blog about CBC/Radio-Canada, or to those wishing to carry out any similar self-publishing activity.

If you have doubt or uncertainty about any of this, you are encouraged to have a conversation with your manager to clear it up.

Senior Management Committee

Le 12 octobre 2007

Publications personnelles et expression d'opinions dans Internet

L'Internet fait désormais partie intégrante de la vie de nombreuses personnes. La popularité des publications personnelles et des réseaux sociaux en ligne (p. ex. les blogues, la baladodiffusion, Facebook, etc.) ne cesse de croître, et les employés de CBC/Radio-Canada peuvent décider de participer à ces nouveaux moyens d'expression et de conversation publique.

Le présent communiqué a pour objet de clarifier, à la demande d'employés, la position de la Société en ce qui a trait à la publication et à l'expression d'opinions personnelles dans Internet (notamment dans les blogues personnels). Loin de décourager les employés de s'y adonner, il s'agit plutôt de délimiter clairement ce qui relève de la vie privée d'un individu et ce qui touche à son rôle d'employé de CBC/Radio-Canada.

Application et portée des lignes directrices

Les présentes lignes directrices traitent de blogues personnels, de participation aux blogues d'autres personnes et de toute autre forme de publication personnelle, telle que la baladodiffusion. Ces lignes directrices pourront alimenter votre réflexion concernant votre participation à des réseaux sociaux tels que Facebook.

Les présentes lignes directrices s'appliquent lorsque l'auteur du contenu se présente clairement ou peut facilement être identifié comme un employé de CBC/Radio-Canada. En général, le contenu personnel publié ou exprimé qui ne permet pas d'identifier l'auteur comme un employé de CBC/Radio-Canada, qui ne traite pas des activités de CBC/Radio-Canada et qui est essentiellement de nature personnelle, n'est pas visé par ces lignes directrices. En outre, les blogues des émissions et les autres publications ou commentaires publics officiels de CBC/Radio-Canada ne sont pas visés par la présente.

Lignes directrices

- Lorsque, dans leurs publications personnelles en ligne (blogue, baladodiffusion, etc.), les auteurs se présentent clairement ou peuvent être identifiés comme des employés de CBC/Radio-Canada, ils doivent se comporter de manière à respecter les valeurs et les politiques de CBC/Radio-Canada. Par exemple, ils ne doivent pas attaquer ou insulter des collègues ni porter atteinte à leur vie privée.

- Les employés doivent garder à l'esprit et observer les politiques en matière de ressources humaines, ainsi que toute autre politique institutionnelle pertinente, puisque celles-ci s'appliquent aux publications personnelles et à toute autre activité de nature semblable. Plus particulièrement, ils doivent prendre connaissance de la politique *Conflicts d'intérêts et questions de déontologie* et du *Code de conduite*, de même que des articles pertinents contenus dans les Normes et pratiques journalistiques, notamment en ce qui a trait au travail externe, à l'engagement personnel, à l'expression d'opinions et aux renseignements confidentiels. Par exemple, les journalistes doivent obtenir une permission avant de s'engager dans un travail de pigiste ou une activité journalistique à l'externe, y compris la rédaction d'articles pour un site personnel ou un blogue.

- Les publications personnelles et l'expression d'opinions dans Internet devraient également respecter la politique intitulée *Sécurité des technologies de l'information (TI) et utilisation par les employés des biens TI*, notamment le passage suivant : « Les employés ont accès aux biens TI de CBC/Radio-Canada à des fins professionnelles et pour s'acquitter de leurs fonctions. Même si l'utilisation personnelle limitée est tolérée, cette utilisation doit respecter le cadre de la présente politique et ne doit pas nuire au travail des employés ni les empêcher de s'acquitter de leurs tâches. » Cependant, les employés devraient s'adonner à ce type d'activités dans leurs temps libres, au moyen d'un ordinateur personnel et d'une adresse de

courriel personnelle.

- Si une personne se présente comme un employé de CBC/Radio-Canada dans le cadre de telles activités (par exemple dans son propre blogue ou dans celui d'un tiers), elle ne doit pas soutenir un groupe ou une cause ni exprimer des opinions politiques partisanes. Elle doit aussi éviter de traiter de sujets qui risquent de jeter le discrédit sur CBC/Radio-Canada. Par ailleurs, il serait approprié d'ajouter un avertissement de type « Les idées exprimées sur ce site sont des opinions personnelles et ne représentent pas celles de CBC/Radio-Canada ».

- En particulier, les employés des Nouvelles et des Actualités, en plus de demander la permission de leur superviseur, doivent aussi s'assurer qu'aucune des opinions publiées ou exprimées dans le cadre de ce type d'activités ne risque de miner l'intégrité ou l'impartialité des services de nouvelles de CBC/Radio-Canada.

- Le contenu appartenant à CBC/Radio-Canada, comme les préentrevues, les entrevues, la recherche, etc., créé ou développé pendant les heures de travail des employés est la propriété de CBC/Radio-Canada et ne peut être utilisé à des fins personnelles.

- Le manifeste du blogage (*The CBC Blogging Manifesto*) dont il est fait mention dans *Inside the CBC*, le blogue officiel de la Société, ainsi que dans d'autres sites Web, ne constitue pas une politique institutionnelle ni des lignes directrices émanant de la Société. Il a été rédigé et adopté de manière indépendante par certains des principaux blogueurs parmi les employés. Bien qu'il n'ait pas été officiellement approuvé, il présente néanmoins de bons conseils aux personnes qui souhaitent participer à un blogue ou entreprendre toute autre publication personnelle semblable, où il est question de CBC/Radio-Canada.

En cas de doute ou d'incertitude relativement à ce qui précède, nous vous conseillons d'en discuter avec votre superviseur, qui pourra vous fournir des éclaircissements.

Le Comité supérieur de direction

Senior Management Committee

September 5, 2007

Title of project

Blog Guidelines

Discussion item



Decision item



Information item



Main issues (options, impact, etc.)

Dissidence showed at the CBC

Decision/Expected results

Adoption or extensive consultation

Next steps

Prepared by: Claude Saint-Laurent

Date: August 29, 2007

Personal Blogging- Guidelines for CB/Radio-Canada Employees

As the internet becomes an even more important part of people's lives, the popularity of blogging will increase. Blogging is becoming a form of *public conversation* on the internet in which CBC employees may wish to take part.

These guidelines apply to any personal blogging, participation in other blogs, or other self-publishing such as podcasting by CBC/Radio-Canada employees if the content clearly associates them with CBC/Radio-Canada. They apply not only to CBC/Radio-Canada journalists but to any corporation employee.

- When bloggers clearly identify themselves, or can be identified as CBC/Radio-Canada employees, they are expected to behave in a way that is consistent with our journalistic philosophy, editorial values and corporate policies.
- Such blogging should be done on an employee's own time, posted through a personal e-mail address and not channeled through CBC/Radio-Canada's e-mail system.
- These blogs are expected to adhere to the principles outlined in CBC/Radio-Canada Human Resources policies regarding Outside Work, Advocacy and Opinion, Conflict of Interest and the Code of Conduct.
- To start and maintain a blog of this kind, you need to inform your supervisor.
- The blog cannot advocate for a group or a cause, or express partisan political opinion. It should also avoid controversial subjects or contain material that could bring CBC/Radio-Canada into disrepute.
- CBC/Radio-Canada material such as pre-interviews, interviews, research, etc. created or developed while doing your job is the property of CBC/Radio-Canada and can't be used for personal blogging.

Program blogs or other "official" CBC publications are not addressed here and can only be designed and launched with the approval of the appropriate supervisor. Blogs or websites which do not identify the bloggers as a CBC/Radio-Canada employee, do not discuss CBC/Radio-Canada and are purely about personal matters would normally fall outside these guidelines.

If you are uncertain about any of this, please have a conversation with your supervisor to clear it up.

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## **Note to Employees: Self-publishing and self-expression on the Internet**

As the Internet becomes an integral part of many people's lives, the popularity of self-publishing and social networking media (e.g. blogging, podcasting, Facebook, etc.) is increasing, and CBC/Radio-Canada employees may choose to take part in these latest media for self-expression and public conversation.

Guidelines will be posted in the Intranet today which respond to employee requests for clarification of the Corporation's attitude with respect to self-publishing and self-expression on the Internet (personal blogging, etc.) and are not intended to discourage employees from doing so. Rather, they are intended to shed some light on the line between you, the person and you, the CBC/Radio-Canada employee.

### **Application and scope**

They deal with such things as personal blogging, participation in others' blogs, and other self-publishing activities, such as podcasting. These guidelines might offer you useful food for thought in the context of participation in social networking such as Facebook, and others..

The guidelines apply when content clearly identifies the originator, or allows him or her to be obviously identified, as a CBC/Radio-Canada employee. Generally, self-published content or self-expression that does not identify the originator as a CBC/Radio-Canada employee, does not discuss CBC/Radio-Canada business and is essentially personal in nature falls outside the scope of these guidelines. Similarly, program-specific blogs, as well as other "official" CBC publications or public commentary, are not addressed here.

### **Guidelines**

- If your self-publishing activity (e.g. blog, podcast, etc.) on the Internet clearly identifies you as a CBC/Radio-Canada employee, or makes it obvious that you are an employee of CBC/Radio-Canada, you should act in a way that reflects CBC/Radio-Canada's values and policies. For example, you should not attack or abuse colleagues, or infringe on their privacy.
- You should be mindful of, and respect all relevant Human Resource and other corporate policies, since they apply to self-publishing and other similar activities in the normal course. In particular, you should be familiar with the following policies: *Conflict of Interest and Ethics* and the *Code of Conduct*, and other similar sections contained within the Journalistic policies including those that deal with Outside Work, Advocacy and Opinion, and Confidential Information, when and as they apply to you specifically. So, for example, journalists must get permission for all outside freelance and journalistic work, including written articles for self-publication or blogs.
- Self-publishing activities and self-expression on the Internet should also be done in a way that respects our policy on *Corporate Information Technology (IT) Security and Employee Use of IT Assets*. For example: "Employees are provided with access to CBC/Radio-Canada IT Assets for business use and for the purpose of

performing job-related activities. Although some limited personal use will be tolerated, it is subject to this Policy and must not interfere with or detract from employees' assigned tasks." In this respect, all such activities should be done on an employee's own time, using a personal computer and personal e-mail address.

- If you are identifying yourself as a CBC/Radio-Canada employee in the course of such activities (e.g. posting on your own blog or a third party's), you should not advocate for a group or a cause, or express partisan political opinion. You should also avoid subjects that could bring CBC/Radio-Canada into disrepute. Similarly, it wouldn't be a bad idea to include a disclaimer to the effect of: the views expressed here are my own and not those of CBC/Radio-Canada.
- If you work in News and Current Affairs, in particular, in addition to seeking permission of your supervisor, you should ensure that nothing you are self-publishing or expressing during the course of such activities risks undermining the integrity or impartiality of CBC/Radio-Canada's News divisions.
- CBC/Radio-Canada material such as pre-interviews, interviews, research, etc. created or developed while doing your job is the property of CBC/Radio-Canada and cannot be used for personal purposes.
- "The CBC Blogging Manifesto" that is referred to on Inside the CBC, the official blog of the Corporation, and elsewhere on the web, is not corporate policy or guideline. It was devised and adopted independently by a number of prominent CBC Bloggers. While not formally sanctioned, it nonetheless offers further good advice to those wishing to blog about the CBC/Radio-Canada, or to those wishing to carry out any other similar self-publishing activity.

If you have any doubt or uncertainty about any of this, you are encouraged to have a conversation with your manager to clear it up.

## **Note to Managers: Employee blogs and other similar stuff**

By now, most of you are aware that a number of CBC/Radio-Canada employees are personally active in the “blogosphere” and elsewhere on the Internet, places like Facebook, etc. Indeed, draft blogging guidelines were recently distributed inadvertently to certain staff. This resulted in the do’s and don’ts of employee blogging being a topic of discussion, internally and on employee blogs. Employees and managers alike have been looking for some clarity on the matter. Since things are changing quickly in the world of self-publishing and social networking, it’s a work in progress. But for now, there are a few things we’d like to share with you.

First, we have finalised some generic guidelines (attached) which will be distributed to staff (today/tomorrow/next week). If you’ve got questions in the meantime, you should address them to XXXXXX.

Second, we’re not trying to be unreasonably restrictive or authoritarian in any of this, but we do need to take into account employee activities insofar as the effect they can have on the reputation of the national public broadcaster. It’s a conversation we need to have regularly among ourselves as managers, as well as with employees.

### **Advice For Managers**

- You should try to talk openly with your staff from time to time about the question of self-publishing and self-expression on the Internet. Ensure they understand the blogging guidelines
- Try to avoid taking an unreasonably restrictive approach with your staff on this matter. It’s not about discouraging employees from pursuing the activities outlined, but rather about ensuring they do so in an informed and responsible way that won’t cause them personally or CBC/Radio-Canada any distress.
- If you’re a manager on the editorial or production sides of the house, you’ll want to be aware of your employees self-publishing activities and take care to ensure that they are consistent with our Journalistic Standards and Practices. For example, employees in News and Current Affairs should not be advocating personal points of view on topical, newsworthy subjects.

And if you have any doubt or uncertainty about any of this, talk to your own manager.

Third, many of you by now have probably come across [www.insidethecbc.com](http://www.insidethecbc.com), which is an official blog sponsored by Corporate Communications and penned by Tod Maffin. This is an English only experiment for the moment and any initiative



on the French side will come after the launch of the employee portal (updating the intranet) later this year.

The blog has proven to be an effective vehicle for sharing information with staff. It was intended to generate internal dialogue (even though it's public facing for the time being). A number of you have expressed questions or concerns as to where you fit. If you see something inaccurate, what should you do? If you've got a professional opinion to share on a particular subject, should you? Etc.

*Inside the CBC* has always been intended as a participatory forum, and we would encourage managers to chime in when they feel so inclined, or feel that it's warranted. It's an opportunity to share your knowledge, experience and expertise and thereby influence employee opinion. If you see something inaccurate, you can always email Tod a correction, but you could just as well post the correction yourself. If you've got an informed opinion to share, by all means do. If you see a post that you think is totally inappropriate or that poses a security risk or something similar, let Tod know. But you might also want to let Kevin Payan in Corporate Communications or Jeff Keay in English Communications know as well, since they interact with Tod regularly.

And, if you've got a story from your area of the business that you think might be of interest, by all means let Tod know about it; in the end, he's got a lot of leeway and editorial independence, and he is interested principally in highlighting what's going on inside the company.

A couple of pointers if you choose to post comments or if you're reading other employee blogs and you've got the urge to pipe in, be fearless, fair and human, be constructive and try to correct misconceptions, if that is the purpose of your intervention, without picking fights. And, of course, show respect for other points of view.

In general, blogs are proving to be a popular, useful if somewhat anarchic form of conversation, public or otherwise. In the case of employee conversation, *Inside the CBC* is a work in progress, and we believe it can only get better with more participation from managers. We are encouraging you to participate in it with the expectation that your contribution will make it better informed and more constructive. In the end, whether you choose to participate is entirely up to you however. And if you feel uneasy in the event that you want to say or post something, you can always call or write Kevin Payan or any other colleague for that matter as a sounding board or for some advice.

I hope this note is of some value to you. It's an ongoing discussion that's not likely to go away any time soon, so if you have any feedback or follow-up questions or concerns, by all means let me know.

**From:** Le Comité supérieur de direction / Senior Management Committee  
**To:** Corporate Communications  
**Date:** 10/11/2007 4:37 PM  
**Subject:** Bulletin des gestionnaires : Blogues des employés et autres formes de publications du même genre / Manager's Bulletin: Employee blogs and other similar stuff  
**Attachments:** 2007-08 lignes directrices traitent de blogues personnels.doc; 2007-08 Guidelines for self-publishing blogs.doc

\*\*\*The English version follows the French text.  
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Le 11 octobre 2007

### **Bulletin des gestionnaires : Blogues des employés et autres formes de publications du même genre**

La plupart d'entre vous savent probablement maintenant qu'un certain nombre d'employés de CBC/Radio-Canada sont personnellement actifs dans la « blogosphère » et ailleurs sur Internet, sur des sites comme Facebook, etc. D'ailleurs, des ébauches de lignes directrices sur le blogage ont été distribuées récemment par erreur à certains membres du personnel. De sorte que ce que les employés peuvent faire ou ne pas faire en matière de blogage est devenu un sujet de discussion, à l'interne et sur les blogues des employés. Les employés comme les gestionnaires ont exprimé le besoin d'obtenir des précisions à ce sujet. Comme les choses évoluent sans cesse dans le monde des publications personnelles et du réseautage social, il s'agit d'une réflexion aussi en perpétuelle évolution. Pour l'instant, toutefois, voici quelques éléments de réponses que nous aimerions vous communiquer.

Nous avons mis au point des lignes directrices génériques (ci-jointes) qui seront distribuées au personnel plus tard dans la semaine. D'ici là, si vous avez des questions à poser, adressez-les à votre supérieur.

Nous ne voulons pas être excessivement restrictifs ou autoritaires à cet égard, mais nous devons nous préoccuper des activités des employés, dans la mesure où celles-ci peuvent avoir une incidence sur la réputation du radiodiffuseur public national. Il s'agit d'un sujet dont nous devons discuter régulièrement entre nous, en tant que gestionnaires, et avec les employés.

### **Conseils aux gestionnaires**

- Vous devriez essayer de temps à autre de parler franchement avec les membres de votre personnel de la question des publications personnelles et de l'expression d'opinions dans Internet. Assurez-vous qu'ils comprennent les lignes directrices sur le blogage.
- Évitez d'avoir une attitude excessivement restrictive avec votre personnel à ce sujet. Il ne s'agit pas de décourager les employés d'entreprendre les activités en question, mais plutôt de vous assurer qu'ils le font d'une manière informée et responsable, qui ne risque de porter préjudice ni à eux personnellement ni à CBC/Radio-Canada.
- Si vous travaillez dans le secteur journalistique ou le secteur de production de la Société, vous devriez être au courant des activités de publication personnelle de vos employés et vous assurer qu'elles sont conformes à nos Normes et pratiques journalistiques. Les employés des services des Nouvelles et Actualités, par exemple, ne devraient pas défendre des points de vue personnels sur des sujets précis d'actualité.

Et si vous avez des doutes à ce propos, parlez-en à votre propre gestionnaire.

Un grand nombre d'entre vous avez probablement eu l'occasion de découvrir [www.insidethecbc.com](http://www.insidethecbc.com), un blogue officiel parrainé par les Communications institutionnelles et rédigé par Tod Maffin. Il s'agit d'une expérience des Services anglais uniquement, pour le moment, et toute initiative semblable du côté français n'aura lieu qu'après le lancement du portail des employés (avec mise à jour de l'intranet), plus tard cette année.

Le blogue s'est avéré être un outil efficace pour communiquer de l'information au personnel. Son objectif était de susciter un dialogue interne (malgré le fait qu'il soit accessible au public pour l'instant). Un certain nombre d'entre vous avez posé des questions ou exprimé vos préoccupations quant à votre rôle dans ce projet. Si vous remarquez une information inexacte, que devez-vous faire? Si vous avez une opinion professionnelle à partager sur un sujet donné, devriez-vous le faire? Etc.

Il a toujours été prévu que *Inside the CBC* serait un forum participatif, et nous encourageons les gestionnaires à apporter

leur contribution lorsqu'ils en ont envie ou lorsqu'ils estiment que cela est nécessaire. Ce site vous donne l'occasion de partager vos connaissances, votre expérience et votre savoir-faire et, ainsi, d'influer sur l'opinion des employés. Si vous relevez une information inexacte, vous pouvez toujours envoyer une correction par courriel à Tod, mais vous pouvez tout aussi bien afficher la correction vous-même. Si vous avez une opinion informée que vous souhaitez communiquer, surtout n'hésitez pas. Si vous voyez un contenu que vous considérez totalement déplacé ou qui pose un risque pour la sécurité ou autre chose de semblable, prévenez Tod. Vous pouvez aussi en informer Kevin Payan, aux Communications institutionnelles, ou Jeff Keay, aux Communications anglaises, car ils sont régulièrement en contact avec Tod.

Et si vous avez un sujet en provenance de votre secteur d'activité qui pourrait présenter un intérêt, parlez-en à Tod; il dispose d'une grande marge de manoeuvre et d'une indépendance éditoriale et, ce qui l'intéresse avant tout, c'est de renseigner sur ce qui se passe à l'intérieur de la Société.

Quelques conseils si vous décidez d'afficher des commentaires ou si vous lisez les blogues d'autres employés et que vous sentez le besoin d'intervenir : n'ayez pas peur, soyez juste et montrez-vous humain, soyez constructif et essayez de corriger les idées fausses, si c'est le but de votre intervention, sans chercher querelle. Et, bien entendu, respectez le point de vue des autres.

En général, il faut reconnaître que les blogues sont une forme de conversation, publique ou autre, populaire et utile, quoique quelque peu anarchique. En ce qui concerne la conversation entre employés, *Inside the CBC* est un ouvrage en cours et nous estimons que ce site ne pourra que s'améliorer si les gestionnaires y participent davantage. Nous vous encourageons à y contribuer en comptant sur le fait que votre intervention en fera un site mieux informé et plus constructif. Mais, en fin de compte, la décision de participer ou non vous incombe entièrement. Et si vous voulez dire ou afficher quelque chose, mais que vous avez des hésitations, vous pouvez toujours écrire ou téléphoner à Kevin Payan, ou à tout autre collègue, pour obtenir la rétroaction ou des conseils.

J'espère que cette note vous sera utile. C'est un sujet de discussion que nous ne sommes pas près d'épuiser. Aussi, si vous avez des commentaires à faire, des questions à soulever ou des préoccupations à exprimer, nous vous invitons à communiquer avec nous.

Le Comité supérieur de direction

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October 11, 2007

### **Manager's Bulletin: Employee blogs and other similar stuff**

By now, most of you are aware that a number of CBC/Radio-Canada employees are personally active in the "blogosphere" and elsewhere on the Internet, places like Facebook, etc. Indeed, draft blogging guidelines were recently distributed inadvertently to certain staff. This resulted in the dos and don'ts of employee blogging being a topic of discussion, internally and on employee blogs. Employees and managers alike have been looking for some clarity on the matter. Since things are changing quickly in the world of self-publishing and social networking, it's a work in progress. But for now, there are a few things we'd like to share with you.

We have finalised some generic guidelines (attached), which will be distributed to staff later this week. If you've got questions in the meantime, you should address them to your manager.

We're not trying to be unreasonably restrictive or authoritarian in any of this, but we do need to take into account employee activities insofar as the effect they can have on the reputation of the national public broadcaster. It's a conversation we need to have regularly among ourselves as managers, as well as with employees.

### **Advice For Managers**

-You should try to talk openly with your staff from time to time about the question of self-publishing and self-expression on the Internet. Ensure they understand the blogging guidelines.

-Try to avoid taking an unreasonably restrictive approach with your staff on this matter. It's not about discouraging employees from pursuing the activities outlined, but rather about ensuring they do so in an informed and responsible way that won't cause them personally or CBC/Radio-Canada any distress.

- If you're a manager on the editorial or production sides of the house, you'll want to be aware of your employees' self-

publishing activities and take care to ensure that they are consistent with our Journalistic Standards and Practices. For example, employees in News and Current Affairs should not be advocating personal points of view on topical, newsworthy subjects.

And if you have any doubt or uncertainty about any of this, talk to your own manager.

Many of you by now have probably come across [www.insidethecbc.com](http://www.insidethecbc.com), which is an official blog sponsored by Corporate Communications and penned by Tod Maffin. This is an English-only experiment for the moment and any initiative on the French side will come after the launch of the employee portal (updating the Intranet) later this year.

The blog has proven to be an effective vehicle for sharing information with staff. It was intended to generate internal dialogue (even though it's public facing for the time being). A number of you have expressed questions or concerns as to what your role is. If you see something inaccurate, what should you do? If you've got a professional opinion to share on a particular subject, should you? Etc.

*Inside the CBC* has always been intended as a participatory forum, and we would encourage managers to chime in when they feel so inclined, or feel that it is warranted. It's an opportunity to share your knowledge, experience and expertise and thereby influence employee opinion. If you see something inaccurate, you can always e-mail Tod a correction, but you could just as well post the correction yourself. If you've got an informed opinion to share, by all means do so. If you see a post that you think is totally inappropriate or that poses a security risk or something similar, let Tod know. But you might also want to let Kevin Payan in Corporate Communications or Jeff Keay in English Communications know, as well, since they interact with Tod regularly.

And, if you've got a story from your area of the business that you think might be of interest, let Tod know about it; in the end, he's got a lot of leeway and editorial independence, and he is interested principally in highlighting what's going on inside the company.

A couple of pointers, if you choose to post comments or if you're reading other employee blogs and you've got the urge to pipe in, be fearless, fair and human, be constructive and try to correct misconceptions, if that is the purpose of your intervention, without picking fights. And, of course, show respect for other points of view.

In general, blogs are proving to be a popular, useful, if somewhat anarchic form of conversation, public or otherwise. In the case of employee conversation, *Inside the CBC* is a work in progress, and we believe that it can only get better with more participation from managers. We are encouraging you to participate in it with the expectation that your contribution will make it better-informed and more constructive. In the end, whether you choose to participate is entirely up to you. And if you feel uneasy about saying or posting something, you can always call or write Kevin Payan or any other colleague, for that matter, as a sounding board or for some advice.

I hope this note is of some value to you. It's an ongoing discussion that's not likely to go away any time soon, so if you have any feedback or follow-up questions or concerns, let us know.

Senior Management Committee