



## **Reviewed CIPR Social Media Guidelines –Consultation**

Social media is an evolving - and frequently contentious - area of PR practice, the profile of which continues to grow. The CIPR issued guidance to our Members and the wider PR community on how social media should be handled in February 2007.

A paper reviewing the CIPR social media guidelines was issued for comment to members of the Professional Practices Committee in September 2008. The Professional Practices Committee has agreed that the following paper should now go out to Members and the wider PR community, inviting views. It looks at social media tools such as blogs, wikis and podcasts, and changes in legislation that affect social media.

The committee would welcome a response to the following questions:

**Do you believe this document covers the issues highlighted in sufficient depth?  
Do you believe there are other important issues which should be addressed (and if so, what are they)?**

Equally, general views would be welcome.

The deadline for such responses is 1 November 2008, directed by email to [elizabethb@cipr.co.uk](mailto:elizabethb@cipr.co.uk). Following this process, and any resulting amendments, the guidelines will go to the CIPR Professional Practice Committee for approval. The finished document will then become formally advisory to members in late 2008.

## Reviewed CIPR Social Media Guidelines –Consultation

Social media is an evolving - and frequently contentious - area of PR practice, the profile of which continues to grow. It is therefore appropriate for the CIPR to issue guidance to its Members and the wider PR community on how social media should be handled.

The CIPR's social media guidelines were prepared in consultation with the Professional Practices Committee, and approved by the Board and Council. They have benefited significantly from member response and input. They have been produced in the form of an advice note and aim to demystify and to raise awareness of the issues, the potential and the pitfalls of social media.

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These guidelines cover the following topics:

- Introduction – what social media is
- Social media and the CIPR Code of Conduct
- Potential legal issues
- What to be aware of as an employer / employee
- Social media measurement
- Other issues: Online tracking, Online advertising, SEO, Pitching, Off the record; Wikis
- Rules of engagement;
- The future
- Further information: CIPR resources; Useful links

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### Introduction

'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

Blogs are perhaps the most well known example of social media, but the term encompasses other platforms. Examples include podcasts, 'wikis' (such as Wikipedia), message boards, social bookmarking websites (such as del.icio.us), social networking websites (such as bebo, MySpace) and content sharing websites (such as flickr, YouTube).

'Social media' can be referenced in a variety of ways, often depending on which sector is discussing it. Other terms which may be used in a similar context include 'social software', 'social computing' and 'Web 2.0'. For convenience we use 'social media' throughout.

The growing popularity of social media has attracted the attention of companies who believe that these platforms open up new opportunities for communication. The opportunities are indeed there, as are the pitfalls. Organisations that apply the usual methods of dealing with the media can get into deep trouble, but that doesn't mean that the 'rule book' can be completely disregarded. There are areas – both legally and in terms of best practice – that are still applicable whether dealing online or offline.

Public relations practitioners, especially those who are members of CIPR, have a particular duty in this area - and indeed an opportunity to set standards. In general, members should err on the side of disclosure, even where there might not seem an overriding professional obligation to do so. For example, we recommend that any CIPR member running a personal blog, whether or not it deals with public relations related issues, should normally state on it the nature of their employment. When posting a comment on another blog it may also be advisable to state that you work in the public relations profession. Obviously there can be circumstances where this is not appropriate but if, for example, a blog entry or comment results in a complaint to the CIPR alleging a breach of the Code of Conduct, the onus will be on the member to show why he did not include that information.

Equally, members should know that reputation is holistic – it is not possible to sustain one image created through conventional media alongside a completely different one created through social media. Old and new media interact and members should bear that interaction in mind. Reputation is one continuum. Social media presents many traps in this regard.

### **Social media and the CIPR Code of Conduct**

All CIPR members are bound by the Code of Conduct which is based around three principles: Integrity, Competence and Confidentiality. The Code of Conduct should be adhered to when engaging in any public relations practice and there are elements within the Code's principles which are specifically relevant to any member giving consideration to social media.

**Integrity:** Integrity is key to the ethical treatment of social media, as indeed it is key to all elements of professionalism. It requires that members are honest and open in their use of social media.

Members should have regard for the public interest. They should be accurate when disseminating information. They should never use social media knowingly to mislead clients, employees, employers, colleagues or fellow professionals. The issue of authorship is clearly relevant here, and is touched on further in this document.

**Competence:** Members should, in this area as in others, be aware of the limitations of their professional competence, and should therefore be willing to accept or delegate only that work for which they are suitably skilled and experienced. They should ensure that the services they provide are costed and accounted for in a manner that conforms to accepted business practice and ethics.

Members' use of social media must be transparent, and they must make extra effort to disclose any potential conflicts of interest. They should, if writing or contributing to a blog which recommends a service supplier, make clear any financial interest they or their client might have in doing so. They should make timely and public declarations of any conflicts of interest or the circumstances which might give rise to them.

In this regard, particular care should be taken when 'ghosting' a blog. The drafting of material by public relations professionals for their clients naturally has a role to play in many areas of professional endeavour. But where a blog is run entirely, or almost entirely, without detailed oversight by the supposed author (or 'public face') of the blog, then serious questions of integrity arise and these should be addressed fully with the clients.

**Confidentiality:** Material posted using social media should not disclose privileged information. Confidences of present and former clients and employers should be safeguarded. Care should be taken to avoid using confidential and 'insider' information to the disadvantage or prejudice of clients and employers, or to self-advantage of any kind. Confidential information should not be disclosed unless specific permission has been granted by the parties concerned; or unless it is in the public interest; or unless required to do so by law.

Members should bear in mind that failure to adhere to the Code could lead to disciplinary action, with sanctions up to and including expulsion from the CIPR.

The comments above are intended only as an outline of some of the issues raised by the three Code principles. They do not in any way supercede the full text of the Code. Should a complaint be made, the onus would be on the Member concerned to explain why they had not adhered to the guidance contained in this document.

### **Potential legal issues**

N.B. These guidelines do not constitute legal advice. Action should be taken only after specific legal advice has been sought. The Chartered Institute of Public Relations accepts no liability for any action taken or not taken as a result of this information.

A growing number of organisations are incorporating social media into their communications. As a relatively new phenomenon, this is still, in legal terms, a developing area. While the medium may be different, however, many of the legal considerations associated with print and broadcast need to be borne in mind. In the absence of legislation relating specifically to social media, UK practice has tended to use established areas of the law as a starting point in cases to date.

There are several areas to consider:

- Consumer Protection from Unfair Trading Regulation 2008
- Advertising Standards Authority
- Intellectual property – including copyright and trade marks
- Disclosure / Confidentiality
- Defamation
- Invasion of Privacy

### **Consumer Protection from Unfair Trading Regulations 2008**

The Consumer Protection from Unfair Trading Regulation sets out how commercial practices can be unfair through misleading or aggressive practices and lists 31 specific practices that are banned. This new regulation does not specifically relate to social media however any practice used online which is deemed unfair, misleading, or aggressive will fall under these new rules.

Examples of social media activities outlawed under the Consumer Protection from Unfair Trading Regulations.

- Creating Fake blogs ('ghosting')
- Falsely representing oneself as a customer
- Falsely advertising on social media sites

Under the Consumer Protection from Unfair Trading Regulations the following social media practices are no longer permitted.

- 'Astroturfing' the practice of falsely creating the impression of independent, popular support by means of an orchestrated and disguised public relations exercise. For example, in the context of social media, astroturfing techniques could include the creation of a dedicated blog, posting comments on others' blogs or on message boards, submitting supposedly amateur videos to YouTube.
- 'Flogs' the creation of a fake blog by a PR agency or organisation that poses as a customer to promote a product or service.

### **Advertising Standards Authority**

The Advertising Standards Authority's (ASA) Code of Practice has certain legal powers to protect consumers from new forms of social media.

<sup>1</sup>These rules state that all marketing communications should be legal, decent, honest and truthful regardless of whether they appear in traditional media, such as a newspaper or a magazine, or in new media, such as an SMS text message or banner ad. The Code administered by the ASA is flexible and adaptable; this flexibility makes it applicable to new media as they emerge. Not all types of commercial communication in new media are covered by the Code, however. Claims companies make on their own websites, for example, do not fall within the scope of the Code. This is because the ASA does not rule on the editorial content of publications, except where space has been paid for to promote a product, service or cause. This stance by the ASA also recognises a distinction between media that consumers have chosen to access and material that they have not purposefully sought out to view.

For further information on what forms of social media advertising comes under the ASA remit please see the useful links at the end of the guidelines.

### **Intellectual property**

Intellectual property (IP) describes ownership of an intellectual 'product' which may have commercial value. IP encompasses the following areas: copyright, trademarks, patents and design.

Trademarks include logos, slogans and words, and are 'signs' used to distinguish products or services of one company from another. A trademark owner has the right to prevent unauthorised use of that trademark.

Copyright covers material including literature, music, film, audio and art. If material is copyrighted, the copyright owner has certain economic and moral rights – for example, the right to be credited as the creator of the material and the right to be financially rewarded if the material is used by another party. In most cases, the copyright owner needs to give permission for the material to be used, although there are exceptions to this. The concept of fair use in

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<sup>1</sup> ASA website Guided Tour: New Media  
<http://www.asa.org.uk/asa/about/Guided+Tours/New+media/Welcome.htm>

copyright law allows for certain actions with regards to copyrighted material; for example, there is provision for quoting from publicly available material if the source is cited, its use can be justified and only the necessary amount is included.

Information from Government websites may often be covered by Crown Copyright, which generally sets out terms for free use of material. Other websites or blogs may specify a 'Creative Commons' licence, which allows copyright owners the option of providing their material for use if specific conditions are met.

Some practical examples of circumstances where intellectual property law may be applied include:

- Use of music, for example in a podcast:  
Members should search for websites which provide music that has been submitted by artists for use under a Creative Commons licence. There is also the option of making a one-off purchase of royalty-free or copyright-free music which avoids the need to pay ongoing fees.
- Use of images, for example on a blog:  
Subscriptions to online image libraries can be very reasonable and provide a large bank of images which can then be used freely. Your company may already have access to an image library or have a collection of copyright-free image disks.
- Quoting from sources:  
Check whether the quoted material is covered by Crown Copyright or a Creative Commons license, which will set out terms for use. Short quotations are generally fine, providing these are referenced, but if in doubt seek permission.
- (Deep) linking to information on another website:  
Many websites state their policy on this within a Terms of Use / Copyright section; for example, larger companies often state that linking to the home page is acceptable but deep linking (i.e. linking to a page within the website) is not. Some websites also specify that all links to their pages must appear in a new window and not within the 'frame' of the site linking to them.

## **Disclosure / Confidentiality**

In UK the law of confidence requires that a duty of confidentiality is established – this could be in the form of a written contract, for example an employment or business contract. The absence of a written document does not necessarily mean a duty of confidentiality does not exist, however.

Public relations practitioners should bear in mind issues around disclosure and confidentiality when posting information about their own company, a client or a competitor. Information can be disseminated very quickly via social media and is virtually impossible to retract once it has been published: even if it has been online for only a short time, it may well have been picked up and cached by computers around the world.

Some practical examples of circumstances where disclosure / confidentiality laws could be applied include:

- Announcing a new client account before all details have been finalised
- Posting financial information or reports for your own or a client's company
- Revealing information about a competitor
- Revealing information that is not in the public domain

There may also be specific terms in your contract of employment detailing information that is expected to remain confidential unless otherwise indicated.

If you are posting information relating to your company, a client or a competitor, you should consider whether this information may be sensitive and confirm that it has been cleared for publication. In some cases, this may involve seeking legal advice before taking any action.

### **Defamation**

Defamation is the act of making a statement about a person or company that is considered to harm reputation, for example by lowering others' estimation of the person or company, or by causing them to lose their rank or professional standing. If the defamatory statement is written down (in print or online) it is known as libel. If it is spoken, it is known as slander. There are exceptions to this - posting a defamatory statement online or recording it on a podcast would both be examples of libel.

Points to note:

- A company may be held responsible for something an employee has written or said if it is on behalf of the company or on a company-sanctioned space
- Action can also be taken against you for repeating libellous information from another source, so you must check carefully before quoting statements from other blogs or websites. This can also apply to linking to defamatory information
- You should consider whether a statement can be proved before writing or using it – in the UK law, the onus is on the person making the statement to establish its truth
- A company that provides a forum for blogging can be liable for defamatory statements they host.

### **Invasion of privacy**

The legal concept of privacy in the UK is complex as there is no one privacy law. However, the Human Rights Act incorporates the right to privacy for both individuals and companies. The law of confidence is bound with the right to privacy, and many legal cases centering around the right to a private life focus on breaches of confidentiality.

Some practical examples of situations where privacy may be an issue include:

- Disclosing information about colleagues on a personal blog
- Collecting information about visitors to your blog/website and then using it – this may infringe

- Data Protection laws which state amongst other things that visitors to your website must be aware of how their details are being used

### **What to be aware of as an employer / employee**

There have been several well-publicised cases in recent years where employers have taken action or dismissed employees based on their use of social media. A new term has even been coined following one such case: to be 'dooxed' is to lose your job because of something you wrote in your blog.

There is much debate over the boundaries companies should set for their employees' use of social media, and there is, as yet, no definitive answer. Organisations will always want to protect their brand against misuse or misrepresentation and also bear a certain amount of legal responsibility for employees' actions. Being aware of the potential issues as an employer or employee means that steps can be taken to ensure these issues do not materialise.

### **For employers**

There are circumstances under which employers can be held legally responsible for their employees' words. Situations that may apply include action taken as part of their role for the company and material published on an official company space or somewhere that has been previously sanctioned by the company. It is therefore important to make all employees aware of the potential legal issues (outlined above) as well as any specific company policy on engaging with social media.

Giving employees clear guidelines on what is and isn't considered acceptable helps both parties to understand the parameters when dealing with social media from an employment perspective. A social media policy can be incorporated into email and internet policies; it may also be deemed necessary to include provision in staff contracts.

Areas to address in a company social media policy may include:

- The type of information employees can share and what should remain confidential
- Personal use of social media during working hours
- Guidance on using social media as part of their role

Once a policy is in place, this needs to be highlighted to employees so that all are aware of its existence and contents. Consideration should be given to what steps will be taken if the policy is disregarded and you should ensure that implementation of the policy is consistent.

For examples of the policies some organisations have put in place, please see the useful links at the end of these guidelines.

If you have an organisational blog, you should bear in mind that posting the opinions of others can mean you assume a certain amount of legal responsibility for the content. You should

therefore include a policy on your own blog that outlines how you will treat comments (for example, these may be moderated before publication).

### **For employees**

People have been dismissed because of their online activities. While such cases may be rare, it is important as an employee to be aware that posting information about your company can not be isolated from your working life. Any information published online can be accessed around the world within seconds and will be publicly available for all to see.

As an employee, you should take the following into consideration when using social media:

- Ensure that you are aware of any company policy or guidelines for using social media, whether this is personally or as a part of your role
- Familiarise yourself with the legal areas outlined in the previous section before writing about colleagues or sharing information about your organisation
- Err on the side of disclosure so that readers know of your employment status and profession and can have no complaint that you are acting in an 'underhand' way. You should normally state that you work in the public relations profession
- Use your common sense - for example, it should come as no surprise that writing or talking about confidential information will be frowned upon at best by your employer / client / competitor

### **Social media measurement**

Social media measurement has grown in importance across the PR industry. Social media evaluation is now necessary to measure PR success, justify budgets and as part of the planning process. Unfortunately there is no single formula for measurement. The real challenge is to recognise the importance of understanding how consumers interact with brands through social media and to do so in a cost effective and meaningful way.

AMEC member firm, Metric provides the following three top tips for effective social media sourcing and analysis.

- Normalise your social media evaluation - remember, this is just another media type
- Don't do it in isolation, integrate it with your mainstream media analysis so you have the ability to view a complete and comparable media landscape which reflects the consumers media experience and it also reflects the consumers' perspective, seeing mainstream and consumer generated media side by side;
- Don't get obsessive about seeing and analyzing everything in the blogosphere, it is misleading and can send costs spiraling as 'coverage' volumes build again, the consumers experience should be your yard stick.

A paper titled Social Media – Guidelines for Measurement by Barry Leggetter, FCIPR, Executive Director of the international Association for Measurement and Evaluation of Communication (AMEC) is currently being prepared and will be available on the CIPR website shortly.

## **Other emerging issues**

### **Online tracking/targeted advertisements**

Online tracking is the use of new technologies to gain information on consumers' online activities, the information is then used to construct detailed profiles to serve up targeted advertisements to them when they are browsing.

When members develop social media campaigns for clients using information gained through tracking they must be aware that UK data protection laws state (amongst other things) that visitors to websites must be aware of how their details are being used. One way of informing browsers of their rights is the development of a privacy policy. This policy would govern the use of personal information submitted to websites or collected by cookies while using these websites.

Areas to address in a company privacy policy may include:

- The type of information that will be collected
- How the information will be used
- Whether the information will be released to a third party
- The use of cookies on the website and how you can disable them.

Once in place, this needs to be highlighted to visitors so they are aware of its existence and contents.

Facebook Beacon, an online advertising system created by the social networking site Facebook, received a number of complaints when it was launched in 2007. Facebook Beacon sends stories to a Facebook user's profile page and news feed page which can be viewed by the user's friends. Stories are sent after a user has performed a Facebook Beacon action such as purchasing theatre tickets or signing up for a service on a web site that is a member of Facebook Beacon. The user is informed that the story is being sent to Facebook after they have engaged in the Beacon activity and again when signing into Facebook. A story will not be published until consent is given by the user.

Companies are engaging in this type of online advertising to gain access to viral distribution within Facebook and as word-of-mouth promotion. Many consumers feel that this is an invasion of privacy as Facebook Beacon has the ability to store information on users' personal activities before they are contacted about publishing a story. Information on non-facebook members who conduct activities on Beacon members sites is also being sent to Facebook without their knowledge.

At present Beacon is only operating in the USA. If Beacon was to launch in the UK CIPR members should be aware that UK data protection laws state (amongst other things) that visitors to your website must be aware of how their details are being used.

### **Online advertising**

A large number of online advertising is organised by online advertising networks that place adverts on behalf of clients or PR agencies. There has been some controversy about online advertising agencies not informing their clients of the websites where their banner advertisements are appearing, and a number of reputable brands have been found advertising

on unsavoury websites. One way that public relations practitioners can protect themselves and their clients from this is by identifying clear guidelines on online promotion in the company's social media policy.

### **User generated content**

Creating and viewing user generated content has evolved significantly over the past few years due to changing broadcast habits. On-demand TV and live interactive WebTV shows are now broadcast online using traditional media providers such as the BBC and new social media channels such as You Tube and Bebo.

This new environment has allowed organisations and brands to create and distribute branded content online. Online branded content should be inventive, engage the audience, communicate the positive values of the brand and integrate with offline communications campaigns. Social media requires engaging and innovative video content for audiences who now control the media they consume.

Members should be aware of the pitfalls of this new communication tool. Branded videos can be listed together with rival brands or beside video content that contains violence or incites racism. It is essential that public relation practitioners are aware of the third party hosting their client's online videos and that clients are made aware that video clips can appear beside rival firms or organisations.

Under the Consumer Protection from Unfair Trading Regulation 2008, online product placement needs to be clear to consumers and disguised commercial practices are no longer permitted. At present Ofcom does not regulate broadcasting on the internet, in the absence of legislation relating specifically to internet broadcasting, CIPR members must adhere to UK legislation and to the Code of Conduct when developing content for online videos.

### **SEO**

Search Engine Optimisation (SEO) is the process of increasing the amount of traffic a website receives. This is done by creating or modifying a web site so that it is ranked at the top of organic search engine result pages. Universal searches can list video, news items, images, blog posts and web sites.

SEO has become an essential part of online campaigns as the majority of traffic to a web site comes from search engines. Searchers are already engaging with a brand through traditional media campaigns when they begin an online search and it is therefore essential that they are able to find content relevant to their search. In the context of social media, public relations practitioners can provide greater access to content by optimising corporate websites, press releases, blogs and other digital communications for keyword phrases relevant to the organisation and its brands. Optimisation results in an increased ranking on search engines and creates a better image of the organisation and their brands as searchers see that the firm carries a consistent message in both traditional and social media.

As with all new technologies you must be aware of the risks involved. 'White hat' SEO is the use of ethical techniques that improve a websites ranking on a search engine result page. 'Black hat' is the opposite of 'white hat' and promotes activities such as breaking search engine rules and regulations. All members of the CIPR must adhere to the Code of Conduct, and the principle of integrity in the Code emphasises that members should act transparently, honestly

and with accuracy. Black hat optimisation techniques are self-evidently likely to contradict the CIPR Code.

### **‘Pitching’**

With the proliferation of social media, a growing number of companies are actively engaging with selected websites and incorporating them into their communications strategies. Pitching to bloggers has become much more common – to the extent that many now view unsolicited emails from PR practitioners as pure spam. This doesn’t mean bloggers aren’t open to hearing from companies or their PRs, but it is important to consider areas of best practice before pitching.

Researching the blogs that you intend to pitch to is essential, both in terms of judging the blogger’s attitude to receiving information from PR practitioners and also in ensuring that the material you send is relevant to the blog. You should take the time to start reading the blog regularly to familiarise yourself with the blogger’s interests and scope; the added benefit of this is that the blogger may also reveal how open he is to receiving pitches and how they prefer to receive these.

As when dealing with mainstream media, you should make sure pitches are for newsworthy items and are targeted carefully. Unlike mainstream media, the risk is not simply that they will be ignored – they may instead be held up as an example of poor public relations practice. Tailoring the pitch to the blog means it stands a better chance of being received positively, instead of being viewed as a form of PR spam.

It is also important to be honest about your role and the nature of the pitch. Failing to disclose this could lead to legal action or mean your pitch results in criticism and negative posts about your organisation or client.

### **‘Off the record’**

The concept of ‘off the record’ does not really apply when dealing with social media such as blogs. You should understand that your conversations or emails with a blogger may be considered to be in the public domain and therefore be posted online without specifically eliciting your permission. Familiarising yourself with the blogs you are dealing with will give a good indication of the blogger’s stance. If in doubt, you should assume that any information you share could be made available publicly.

On the other side of the coin, you should think carefully about posting content from private emails without permission to do so. Apart from ethical considerations, there may also be legal restrictions on reproducing a person’s email correspondence: the writer of an email may be seen as the copyright owner and many organisations now include a disclaimer at the foot of their emails citing how these are intended to be used.

When blogging you should also avoid treating your private emails as ‘blogs’.

### **Contributing to wikis**

A wiki is a website that is updated and edited by visitors to the site, who collaborate to create and maintain the information contained there. Probably the most well-known wiki is Wikipedia, the online encyclopedia.

When contributing to a wiki on behalf of a client or your organisation, the main issue to be aware of is the policy on such contributions. There has been some controversy about the involvement of public relations practitioners in the creation of wikis which some in social media would prefer to preserve solely for individual contributions.

To date, this issue has yet to be resolved. However, the majority of wikis will provide some form of guidelines for those wishing to contribute - Wikipedia for example has a series of policies on submitting or editing contributions. The site emphasises that entries must be neutral in tone, factual and verifiable. In addition, there are guidelines on adding links which state that adding a link to your own website will be considered spamming. Read the guidelines carefully before submitting or editing an article.

## **Summary**

### **Rules of engagement**

There are no hard and fast rules for organisations wishing to use social media, and the landscape is evolving constantly. However, openness and transparency are key elements. Organisations and individuals who do not respect this can find themselves criticised publicly for attempting to utilise these social media networks without disclosing full commercial intent – and this involvement can backfire spectacularly. You should abide by the rules and etiquette of the community in question. There will generally be an area explaining how to use the website which will include policies and guidelines to help you judge how to engage with other visitors to the site. If you can't find this information, make contact to find out what is and isn't acceptable - either via a named contact or a discussion forum.

### **The future**

This is an evolving area, with regular new developments and innovations. The landscape changes constantly and so the issues which seem most pressing today will most likely be replaced by new ones in the near future. It is therefore worth bearing in mind that with the emergence of new forms of social media, there will be new challenges for our profession. With this in mind, this is a living document which we intend reviewing and updating regularly. Certain emerging issues, such as 'Second Life' and the 'mashing up' of particular types of social media, e.g. blogs and wikis, have not been covered here specifically, though certain themes here –such as the rules of engagement and the importance of openness- are as relevant here as anywhere else.

## **Further information**

### ***CIPR resources***

CIPR Code of Conduct

Social media - guidelines for measurement by Barry Leggetter FCIPR, Executive Director of the International Association for Measurement and Evaluation of Communications (AMEC)

### ***CIPR policies that may be helpful:***

PR Voice - the CIPR President's blog - blogging guidelines

***Features on Profile Extra, the CIPR's online PR magazine that may be relevant:***

- Articles on PR and technology
- Articles on PR and the law

***Legal information in the CIPR Member Area:***

- Comparative advertising/PR: trademarks, defamation, malicious falsehood, codes and regulations
- Copyright for PR practitioners
- The Data Protection Act – A Summary
- Business and Legal Support Helpline

***Practical guides in the CIPR Member Area:***

- Podcasting

***Useful links***

Disclaimer: The links listed below are not controlled by the CIPR. The content of these websites is intended as a helpful starting point in your research; the content is not controlled or endorsed in any way by the CIPR and the websites listed are not under CIPR control.

***Examples of company blogging policies***

- BBC
- IBM
- Sun

***Examples of company privacy policies***

- [BBC](#)
- [IBM](#)
- [ITV](#)

***Examples of social media measurement***

Katherine D Paine's PR Measurement Blog

***Legislation***

Unfair Commercial Practices Directive  
Consumer Protection from Unfair Trading Regulations 2008

***References***

Advertising Standards Authority  
1 ASA website Guided Tour: New Media

<http://www.asa.org.uk/asa/about/Guided+Tours/New+media/Welcome.htm>

Useful Links

Advertising Standards Authority

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