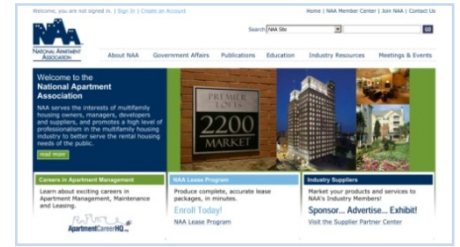




# NAA BLOGGER CONDITIONS & GUIDELINES



The National Apartment Association (NAA) is the leading advocate for quality housing in the rental housing industry.

## Mission

The mission of the NAA Blog is to provide a fast, focused, and flexible format for publishing information about time sensitive issues such as news in the apartment industry, issues affecting members and NAA/NAAEI programs, conferences, initiatives, resources, and activities of use to NAA members.

Bloggers on the NAA Web site adhere to a set of principles, policies and communications methods that bring to their submissions the highest level of personal and professional integrity in support of the open dialogue we aim to initiate and foster in the NAA member community.

The following outlines the practices NAA bloggers must follow when agreeing to participate in the association as a blogger. Apartment industry professionals interested in contributing new ideas, solutions, and innovations for NAA's web log ("blog") for the newly redesigned Web site [www.naahq.org](http://www.naahq.org) should abide by the following guidelines:

## NAA Blogger Conditions & Guidelines

Bloggers should:

- Know and comply with NAA's blog conditions and guidelines.
- Commit to writing at least one original blog posting per month. More frequent posting is encouraged, should the NAA Blogger choose to do so.
- Regularly read the postings and comments on the blog in order to help guarantee that posts are fresh and do not repeat one another.
- Follow best practices as they relate to confidentiality of information. For example, information about NAA publications, articles, reports, awards, etc. that is not yet available for public consumption must not be posted to the blog.
- Focus on news, trends, and information of current interest to apartment industry professionals.
- Write about topics that are of interest to a group of readers and which do not exist in order to promote personal or professional projects/agendas, and not include advertising, sponsorships or other commercial information.
- Communicate with the NAA Blog Manager as necessary or requested.
- Inform the NAA Blog Manager if you are no longer able to participate as a NAA Web site blogger.
- The only person who can speak on behalf of an official NAA committee, board, task force or advisory group is the Chair. If you are blogging about something committee related and are not the Chair (but have been assigned blogging responsibilities by the Chair), please be sure to share your content with your Committee Chair and get his or her input before posting it on the NAA blog.
- Make every effort to respect all established copyright, fair use, and intellectual property doctrines. When possible and as appropriate, you should include links to original source material used in

the development of the posts you write. This means that those within our community can view and evaluate for themselves the authenticity of the original documentation and your interpretation of it.

- Respect the NAA member audience. NAA Bloggers should show the proper consideration for others. Ethnic slurs, personal insults, obscenity are not tolerated. Topics or statements that are objectionable or inflammatory are avoided.
- All content submitted to NAA by bloggers will be published only after it has gone through an editorial process that may or may not require changes to the original content.
- Submit only original posts and select an appropriate category(s).
- NAA bloggers may include a short blurb about themselves and/or their Web site or blog after their post. The blurb can be 1 or 2 sentences long and may include up to 2 links.
- Respond to comments left about your post. Exception: If someone leaves comments critical of NAA, please let someone from NAA staff respond to those posts.
- NAA reserves the right to decline publication of any blog or comment deemed to be inappropriate.
- These terms may be changed or amended at any time.

Those who agree to be an NAA blogger should consider their blogging term to last approximately 6 months. In order to keep the blog and the voice of the association fresh, new bloggers will be added on a regular basis and those who have blogged for NAA for a 6 month period of time may be replaced by new writers. (Please note: Term limits may be waived based on the needs of the blog and at the discretion of the Blog Manager, NAA staff and the Communications Advisory Board.)

## **Policies and Procedures**

- **Blog manager(s):** A dedicated NAA staff person will be responsible for overall blog administration.
- **Bloggers:** Bloggers must be approved by NAA. The blog may have ongoing regular bloggers, as well as occasional guest bloggers for specific conferences or events. Bloggers are recruited by the Blog Manager(s) based on a person's: 1) expertise in the topic to be blogged, 2) writing ability and 3) technical abilities.
- **Blog Content:** The Blog Manager(s) with direction from NAA's volunteer leadership and input from the Communications Advisory Board will determine specific topics appropriate for blogging. NAA members and affiliates may also submit topic ideas to the Blog Manager(s) for their consideration.
- **Company/Organization References:** Avoid referring to specific companies or organizations by name: positive references can be construed as free advertising, while negative references can be libelous. If you feel your blog warrants an exception, please contact the Blog Manager to discuss it.
- **Acceptable Use:** The blog is an NAA-sponsored tool for use within the NAA membership. Lively opinion and commentary are welcome in blog posts. Bloggers must check facts, cite sources, acknowledge and correct errors, and check spelling and grammar before making a post live. Links to related posts are encouraged, but bloggers should post original content rather than merely reposting entire items from other blogs, lists, newsletters, etc.
- **Comments:** Comments are open to NAA members and affiliates, but may be moderated by the Blog Manager. Commentary, opinion, and reaction to posts are welcome. Comments should be relevant to the specific post they are attached to. Spam, flaming, personal attacks, and off-topic comments are not permitted. NAA reserves the right to remove any comment deemed inappropriate.