

Advertising Law Associate Alysa Zeltzer Hutnik Comments on Blogging in PR Tactics

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[Alysa Hutnik](#) comments extensively on the risks and best practices of corporate blogging in an article titled "Balance in the Blogosphere: Managing Responsiveness and Responsibility," featured in the November issue of the Public Relations Society of America's *PR Tactics*. Alysa warns of the legal and reputation risks associated with corporate blogging, and cautions organizations to be educated on the legal responsibilities and potential impacts of blogging prior to doing so. The article distinguishes between three different types of blogs, and provides clear guidelines and strategies for regulating company blog activity.