
From:
To:

Cc:
Sent: Thu May 27 13:27:42 2010
Subject: FW: Article about pirate websites

Hi

Can you handle this? We have generic response lines to media queries related to Donovan's website, but this interview request goes far beyond that. Their deadline is next Thursday.

Best,

From:
Sent: woensdag 26 mei 2010 15:32
To:
Subject: Article about pirate websites

H

Good to talk to you just now. Here is a description of the article we are writing.

Pirates of the Intranet

New communication vessels are appearing on the communications horizon: unofficial pirate sites created by employees for employees such as www.browncafe.com for UPS and <http://royaldutchshellplc.com/> for the oil giant. And of course every corporation has an unofficial community on Facebook. As these pirate ships gain readers and influence they can become a threat to your legitimate channels, sinking your own intranet and stealing the social media treasure inside your enterprise. This article covers:

- *What makes pirates set up their own forums and sites on the web*
- *Why some are successful in stealing influence*
- *What you can do to recapture your audiences*

It will also form the basis of a talk I am giving at the I next month.

We have interviewed John Donovan and are looking for an interview with Shell on how you counterbalance his site internally with your own blogs and forums. The questions we will ask are:

- Donovan claims to have set up his site when the Tell Shell intranet site started censoring internal postings. Do employees have a legitimate forum on the intranet to discuss issues?
- How do you handle such an aggressive gripe site as <http://royaldutchshellplc.com> internally? Do you monitor it or ignore it?
- What guidelines do you have in place about employees blogging online or using forums
- What advice would you give other companies that have just discovered they have a pirate intranet about their company?

Many thanks for your help.

warm regards,