



## Commissioned Corps of the US Public Health Service Scientist Professional Advisory Committee

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July 13, 2018

### **Appendix B: Approval Process for Creation and Use of a SciPAC Communication Platform**

The SciPAC Executive Board (EB) and Chief Professional Officer (CPO) must approve all communication platforms used in the name of SciPAC. For the purpose of this policy, a communication platform is defined as any internal or external system for electronic communication through which SciPAC members share information, ideas, personal messages and/or content. Examples of communication platforms include listservs, e-newsletters, Facebook, Twitter, LinkedIn, Instagram, Flickr, Google+, Snapchat, Vimeo and YouTube. All initiatives to create new SciPAC communication platform accounts should be coordinated through the Visibility Subcommittee. Any account set up in the name of SciPAC but not approved by the SciPAC Executive Board is prohibited and will be immediately deleted.

#### **Approval Process**

Requests to establish a new SciPAC communication platform should be submitted to the Visibility Subcommittee and must include the following information to the SciPAC Executive Board for approval prior to use (note: Visibility Subcommittee will coordinate the submission to EB and CPO):

1. Name of SciPAC subcommittee.
2. Name and type of communication platform for which approval is requested.
3. Brief description of the intended purpose (e.g., to promote ongoing interaction/conversation with the target audience, disseminate information about SciPAC events and activities).
4. Provide a brief overview on how the Visibility Subcommittee (in coordination with the requesting subcommittee, if applicable) will maintain the communication platform to keep content current, accurate and timely (e.g., platform and content administrators, use of a dedicated team, rotational assignments, etc.).
5. Indicate whether another Commissioned Corps category uses the proposed platform. If so, provide the name of the category(ies) that use the proposed platform. The SciPAC Chairperson and Vice Chairperson can obtain this information for an SC through the PAC Chairs Group, of which they are a part.
6. Acknowledge that the Visibility Subcommittee (in coordination with the requesting subcommittee, if applicable) will create a Standard Operation Procedure (SOP) for use of the communication platform to be included as a part of this policy if approved by the

SciPAC Executive Board. This SOP must be consistent with and acknowledge HHS social media policies (<https://www.hhs.gov/web/social-media/policies/index.html?language=en>).

### **Guidelines for maintaining a SciPAC communication platform**

Following SciPAC Executive Board and CPO approval for use of the communication platform, the Visibility Subcommittee (in coordination with the requesting subcommittee, if applicable) must establish an SOP for operating and maintaining the communication platform prior to official launch. The SOP will first be reviewed and approved by Policy SC, then submitted to Executive Board and CPO for review and approval prior to launch. An SOP template is available in Appendix C as an example. While the type of communication platform may govern the specifics of a SOP, subcommittees should adhere to the following general guidelines:

- Accuracy – Review content for grammatical and spelling errors prior to posting.
- Tone – Use appropriate tone when drafting messages. Consider messages carefully in light of how they would reflect upon the SciPAC, USPHS, and HHS.
- Timeliness – It is important to provide timely information or responses to questions. Develop a system for maintaining content regularly and removing out-of-date content as quickly as possible
- Photos – Use good judgment when posting photos. Only PHS-related activities should be posted. To the greatest extent possible, cite the source of the photo. Some photos, such as those taken during RedDOG deployments, may require pre-approval prior to posting.
- Confidential information – Confidential information must be protected. Do not post or disseminate confidential information about any officer or individual.
- Platform Administrators – Maintain and provide up-to-date contact information for those responsible for maintaining the platform to the SciPAC Executive Board. All official SciPAC accounts are subject to review at any time for consistency, content appropriateness and compliance. The SciPAC Executive Board reserves the right to edit content as necessary.