



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



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Appendix C: Template for SciPAC Communication Platform Standard Operating Procedures

This template is to aid in the creation of Standard Operating Procedures for the Scientist Professional Advisory Committee (SciPAC) communication platforms. Refer to the SciPAC Communication Policy for more specific requirements on content and approvals and Appendix B for the approval process for creation and use of a SciPAC Communication Platform. This template may be altered as needed to meet the needs of specific communication platforms, but the following information should be included. The policies governing the use and dissemination of information using (enter your platform) are described below:

- I. **Mission Statement:** State the mission of the platform. Include a discussion of how this mission aligns with and furthers the mission of SciPAC.

- II. **Objectives:** State the objectives of the platform. These objectives should be clearly defined and should allow for periodic evaluation of the platform. For example: To release a certain amount of content in any year or to respond to inquiries within a certain timeframe.

- III. **Tools, Tactics and Channels:** State and define the approval categories for the platform that will be further detailed under Item V.
 - a. For example, Twitter using three Tweet types
 - i. “Retweets” from a list of pre-approved verified Twitter accounts
 - ii. “Cleared Content Tweets” – repurposing of already cleared information directly from a website or press release. Includes links to the page from which information was pulled.
 - iii. “Original Content Tweets” generated by the SciPAC Twitter Team.

- IV. **Roles and Responsibilities:**
 - a. List team lead responsibility, including organizing and managing team members.
 - b. List team member responsibilities, including timeliness requirements.

- V. **Process and Procedures:**
 - a. For example, “Approvals.”
 - b. For example, “Responses.”
 - c. Include “Special Circumstances” as needed.

VI. **Resources:** List any resources that may be valuable in executing the SOP. Include reference to the SciPAC Communication Policy.