

Somatic Cell Genome Editing (SCGE) Consortium Outreach Policy

Overview

The Somatic Cell Genome Editing (SCGE) Consortium Outreach Policy is the foundation in which the SCGE will build all outreach initiatives to create and maintain a unified public-facing web and social media presence to inform interested members of the public about SCGE research. Outreach initiatives consists of original material developed by the SCGE consortium to explain (a) concepts in somatic cell genome editing, including its promise for treating rare and common diseases, (b) key challenges in the field, (c) the objectives of the SCGE consortium, and (d) how somatic cell genome editing differs from germline cell genome editing. Research performed by consortium members will be highlighted. The SCGE Outreach Subcommittee will not endorse explanatory information on somatic cell genome editing generated outside of the SCGE consortium, but retains the right to follow and repost appropriate pages without commenting. Additionally, the Outreach Subcommittee will not comment on any controversies within the gene editing field, except to highlight commentaries by SCGE Principal Investigators or affiliated NIH leadership with appropriate disclaimers. SCGE consortium outreach efforts will not include the moderation of any online or offline debates on gene editing. The main platforms through which the SCGE Outreach Subcommittee will disseminate information is a public-facing **website** and a **Twitter** account.

Website and Social Media

A.1 Outreach Content on Website

The SCGE Consortium will have a public-facing website, which will be created and maintained by the SCGE Dissemination and Coordinating Center (DCC), with directional input from the SCGE Steering Committee and the SCGE Outreach Subcommittee. It is anticipated that the content will include success stories, descriptions of the project sites, an annual summary of SCGE progress, publications, and information for researchers.

All members of the SCGE Consortium will be invited to submit content suggestions for the website. Outreach-focused content for the website will be screened by members of the SCGE Outreach Subcommittee prior to being posted or linked to.

The SCGE website will not contain commentaries on gene editing, unless authored by consortium members with appropriate disclaimers. This website may link to the lab websites of SCGE-funded investigators and news articles highlighting SCGE-funded work, but will not link to other informative sources on gene editing outside of the SCGE Consortium.

A.2 Outreach Content on Twitter

The SCGE DCC will cultivate a social media presence that will begin with a Twitter account and may expand to other social media platforms. The Twitter biography must at all times state (a) the grant's source of funding, (b) the account is run by the SCGE Outreach Subcommittee, and (c) retweets are not endorsements. The biography can be changed at any time provided the content in (a), (b), and (c) remains the same.

The Twitter profile picture will be a version of the most current SCGE logo and cannot be a picture of a specific individual or group of individuals. In accordance with NIH policy, the handle for the account is @SomaticEditing, and does not contain the letters "NIH." All photos used to display as the

cover or profile picture must be affiliated with the SCGE consortium, either owned by the SCGE or contain the SCGE logo. Photos can be changed at any time as long as they follow the listed guidelines. Photos belonging to the SCGE which are posted on Twitter will be branded with the SCGE watermark.

This Twitter account will be accessible by one DCC staff member, with at least two Outreach Subcommittee members approving tweets before they are sent out. A designated Twitter Slack channel will be used to post suggested tweets for approval. The DCC staff member will also provide a monthly review of analytics to the Outreach Subcommittee. The tone of voice used to post from this account will be an institutional tone and special care is to be taken to ensure that the account does not read as a personal tone. Active voice should be avoided if possible, along with the utilization of personal pronouns to refer to the SCGE.

This Twitter account will feature similar content as the website and should regularly link out to the website. Outreach information on somatic cell gene editing generated by the members of the Outreach Subcommittee should be linked out by using this account. The background, SCGE-related goals and achievements of SCGE-funded investigators should be highlighted by this account. However, this account will not highlight achievements not funded by the SCGE, unless it is a commentary drafted by an SCGE member with appropriate disclaimers as advised by the Outreach Subcommittee. The account also will not highlight commentaries on gene editing outside of the SCGE unless authored by SCGE-funded investigators with appropriate disclaimers as advised by the Outreach Subcommittee. The account may retweet with or without comment any tweets directly mentioning or referencing the SCGE and SCGE-funded research posted by NIH institutes, NIH employees affiliated with the SCGE, SCGE-funded investigators, and SCGE-funded trainees. The account may retweet without comment any tweets mentioning relevant genome editing information not directly related to the SCGE, but related to SCGE-like research. The account may not retweet any tweets not directly mentioning or referencing the SCGE and tweets not related to genome editing.

The account will follow Twitter accounts relevant to the SCGE, including SCGE-funded investigators, other somatic cell genome editing researchers relevant to NIH, NSF and DoE initiatives, institutes or companies related to gene editing, SCGE-funded trainees, journals, journal editors, advocacy organizations (outreach information will clearly state that the SCGE is disease agnostic, funding research to bring genome editing technologies to the clinic but does not fund the development of therapeutics for a specific disease).