

## **SCGE Phase 2 Consortium Outreach Policy (April 26, 2024)**

### **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 and scientific community about the SCGE and gene editing 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) research conducted by SCGE Investigators, (c) key challenges in the field, (d) the objectives of the consortium, (e) promote services, and (f) recommend reagents based on SCGE consortium data. Outreach initiatives will also highlight updates on gene editing research done by SCGE PIs that is outside of their SCGE research, but similar work. The SCGE Translational Coordination and Dissemination Center (TCDC) does not speak on behalf of NIH.

The TCDC 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 commenting when appropriate. Additionally, the SCGE TCDC will not take stands on scientific or ethical controversies by advocating for a specific policy but may comment for informational and educational purposes on advances within the gene editing field, including highlighting 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 TCDC will disseminate information is a public-facing **website** along with **X** (formerly Twitter), and **LinkedIn** accounts.

### **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 TCDC, with directional input from the SCGE Steering Committee. Content that may be included, but is not limited to, are success stories, descriptions of the project sites, an annual summary of SCGE progress, publications, portals to the SCGE Toolkit and Platform, and additional information for researchers (e.g., promote services, provide recommendations).

All members of the SCGE Consortium are invited to submit content suggestions for the website. Outreach-focused content for the website will be screened by members of the SCGE TCDC 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.

#### ***A.2 Outreach Content on X and LinkedIn***

The SCGE TCDC will cultivate a social media presence - with - X and LinkedIn accounts and may expand to other social media platforms. The -biography (X) and about (LinkedIn) must at all times state (a) the grant's source of funding, (b) the account is run by the SCGE TCDC, and (c) reposts are not endorsements. The biography/about can be changed at any time provided the content in (a), (b), and (c) remains the same.

The -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 X 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.

These X and LinkedIn accounts will be accessible by one TCDC staff member. 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.

### ***A.3 Posting Content on X and LinkedIn***

These X and LinkedIn accounts will feature similar content as the website and will link out to the website when appropriate. Outreach information on somatic cell gene editing generated by the members of the TCDC should be linked out by using these accounts. Achievements made by SCGE PIs, and SCGE research updates will be highlighted by the account in addition to relevant gene editing-related work outside of the SCGE that may be interesting and educational to members of the public and scientific community. The account will also highlight SCGE PI participation in providing their input on research and ethics surrounding gene editing topics at conferences, interviews, and the like. The account may repost with or without comment any posts directly mentioning or referencing the SCGE and SCGE-funded research posted by NIH institutes, NIH employees affiliated with the SCGE, SCGE-funded investigators, SCGE-funded trainees, and SCGE-affiliated institutions. The account may repost with or without comment any posts highlighting relevant gene editing research not directly related to the SCGE, but related to SCGE-like research, including research done by SCGE PIs outside of the SCGE, but related work. The account may not repost any posts not directly mentioning or referencing the SCGE, and posts not related to genome editing. The same guidelines apply for liking content on X and LinkedIn.

### ***A.4 Following on X and LinkedIn***

These X and LinkedIn accounts will follow accounts relevant to the SCGE, including, but not limited to, SCGE-funded investigators, other somatic cell genome editing researchers relevant to NIH, HD/HE, National Science Foundation (NSF), and Department of Energy (DoE) initiatives, institutes or companies related to gene editing, SCGE-funded trainees, journals, journal editors, and advocacy organizations.