

Somatic Cell Genome Editing (SCGE) Consortium Outreach Policy

(Admin update April 23, 2026)

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, and (d) the objectives of the SCGE consortium. 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 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 commenting when appropriate. Additionally, the Outreach Subcommittee 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 Outreach Subcommittee will disseminate information is a public-facing **website** and **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. 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, a portal to the SCGE Toolkit, and additional information for researchers.

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 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.

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.

This Twitter account will be accessible by one DCC staff member. The Outreach Subcommittee Slack channel will be used to post suggested tweets for approval. Tweets are not required to be approved but can be posted for input and suggestions before posting publicly. 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.

A.3 Posting Content on Twitter

This Twitter account 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 Outreach Subcommittee should be linked out by using this account. 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. While SCGE research is disease-agnostic, the account retains the right to post about gene editing and translational work being done working towards the goal of eventual therapeutic and clinical use. 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, SCGE-funded trainees, and SCGE-affiliated institutions. The account may retweet with or without comment any tweets 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 retweet any tweets not directly mentioning or referencing the SCGE and tweets not related to genome editing. The same guidelines apply for liking content on Twitter.

A.4 Following on Twitter

This Twitter account will follow accounts relevant to the SCGE, including, but not limited to, 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, and advocacy organizations.