



Communications Guidelines

The following applies to the use of the name and branding of the International Society of Pharmacometrics (ISoP) on the Internet or other communications channels, including for social media on social networking sites that include, but are not limited to, Facebook, YouTube, Twitter, and LinkedIn. While we attempt to provide reasonable guidelines, as new opportunities and challenges emerge for all of us, these guidelines will evolve. The Board of Directors is responsible for maintaining and enforcing these guidelines.

The guidelines apply to individuals and online accounts operating in the name of, sanctioned by, or using the identity of ISoP, or any affiliate thereof as approved by the Board of Directors – in practice, this means members of the ISoP Board of Directors, Special Interest Group (SIG), community, and committee leadership teams, and anyone authorized to operate ISoP social media or other online accounts. Use of social media by ISoP office-bearers in their personal capacity is not subject to these guidelines, although we ask that our representatives and members comport themselves online in a manner that does not bring ISoP into disrepute.

All use of social media while representing ISoP must be authorized by and executed in collaboration with the Board of Directors. There can be no ISoP sites or pages on YouTube, Twitter, Facebook, etc., unless they are authorized by the Board. Any existing sites or pages must be reviewed by the Board and may be amended or removed. The Board will identify person(s) to be content owners of various ISoP social media sites.

No mass communications (email, blogs, social media posts, ...) representing ISoP or containing any ISoP or ACoP logos or other identifying material may be transmitted except by an authorized ISoP office-bearer (such as the Operations Director, SIG/Committee/Community leadership, or APN-ISoP leadership).

Announcements of any kind committing ISoP to any event, endorsement or financial transaction must be approved by the Board of Directors.

Please observe the following:

- a) Guidelines for the use of ISoP trademarks and logos have been published. Please adhere to them;

- b) **Payment:** If someone or some group offers to pay you for participating in an online forum, poll or review in your ISoP role, this could constitute conflict of interest. Please think carefully before doing so.
- c) **Community:** By identifying yourself as part of the ISoP community in such a network, be aware that you are now representing the Society.
- d) **Media Relations:** If you are contacted by a member of the accredited media about a posting or comment on a social networking site, website or blog, you must immediately contact the Executive Committee of the Board of Directors before responding.
- e) **Social media account and site maintainers (“content owners”):** Content owners will be directed by the Board and are responsible for monitoring and maintaining Internet content in the following manner. Content owners will:
 - a. follow all applicable ISoP policies;
 - b. know what is being said about you and understand what your target audience values before you engage in social media;
 - c. ensure that content is current and accurate, to the extent possible;
 - d. ensure that content is authentic;
 - e. make corrections where needed;
 - f. link directly to original source material and online references;
 - g. respond to e-mails and comments when appropriate;
 - h. delete comments that contain profanity, are selling or promoting a product, are spam, or contain material that is unlawful, hateful, threatening, harassing, abusive or slanderous;
 - i. forward comments expressing dissatisfaction to the appropriate persons and copying the Executive Board for follow-up;
 - j. refrain from engaging in communications that would not be acceptable in normal professional discourse, will respect copyrights and disclosures, and will not reveal private ISoP information (such as financial details or minutes of private meetings);
 - k. be aware that no online communications, whether public- or private-facing, may be considered private;
 - l. secure the expressed consent of all involved parties for distribution or publication of free and/or paid rights recordings, photos, images, video, text, PowerPoint presentations, artwork and advertisements;
 - m. be responsive when questions are asked, and respond in a timely manner, even if to say you will get back to them shortly. Be sure to follow up with all involved parties, regardless of ISoP affiliation.

Roles and responsibilities for 2018

Website (ISoP):	Enrico Smith, Justin Wilkins, Brenda Cirincione, Navin Goyal
Website (ACoP):	Enrico Smith, Navin Goyal
Website (MCS):	Wojciech Krzyzanski
Website (CPmx):	Elizabeth Lakota
Website (SxP):	Bret Musser, France Mentré
Website (QSP):	Valeriu Damian

Email:	Enrico Smith
Twitter (@ISOP1):	Justin Wilkins
Twitter (@ACoPmx):	C. J. Musante, Navin Goyal
LinkedIn:	Enrico Smith
Facebook:	Justin Wilkins (ad interim)
YouTube:	Samer Mouksassi
Discuss.go-isop.org	Justin Wilkins (ad interim)