From: Scott, Ardeana R. (CDC/DDID/NCIRD/OD) (CTR) on behalf of Posner, Sam (CDC/DDID/NCIRD/OD)
Sent: 16 Mar 2020 14:59:51 +0000
To: CDC DDID NCIRD *All
Subject: Social Media and New Media - Reminder of Policies

Dear NCIRD Colleagues,

I wanted to remind everyone of the policies surrounding news media requests, as well as social media use. Please take a minute to review the information below and the recommended actions steps.

News Media Inquiries

We are aware of heightened interest and activity surrounding COVID-19. Should you receive an inquiry concerning COVID-19, regardless if you know the source or if it is unsolicited, please forward these inquiries to the CDC News Media Branch at media@cdc.gov . The News Media Branch will coordinate with the COVID-19 response to determine how inquires will be addressed.

For routine news media inquiries, please be sure to follow CDC news media policy. Typically, that involves contacting your Health Communication Lead or Office. They in turn coordinate with the Public Affairs staff within NCIRD HSCO and the Office of the Associate Director for Communication, News Media Branch.

Guidelines for Personal Employee Participation in Social Media

Employee participation in social media may be governed by laws and regulations concerning employees' outside activities. If the activity is related to the employee's work or the mission of the agency, the employee should consult his or her supervisor or the CDC Office of the General Counsel (OGC) Ethics Program if the employee has any concern that the activity may fall under the purview of the Ethics Regulations or HHS Supplemental Ethics regulations. See Quick Facts About Outside Activities

Employees are encouraged to carefully consider the content of their posts and comments in social media spaces, as most may be retained by the third-party vendor indefinitely. Employees may discuss their posts and comments with their supervisor for advice and guidance, if they choose. However, employees ultimately have sole responsibility for anything they post online. Employees who discuss influential scientific information and identify themselves by name online must make it clear that the opinions they express are their own and do not reflect the official position of CDC in any way on any topic

For more information, see CDC's Social Media Policy.

COVID-19 Information

Many friends, families, grantees, partners and others may be asking about or commenting on the COVID-19 situation. Please remind them that updated information can be found on CDC's main COVID-19 site.

Thank you

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