

# COVID-19 Global Rheumatology Alliance Policy Document

## Communications Policy, Version 1

Current as of  
22-June-2022  
Expires  
22-June-2023

### 1. Purpose

The purpose of this policy is to help the COVID-19 Global Rheumatology Alliance (C19-GRA) provide graphics and communications plans for cohesive social media dissemination, emails, Website to share the goals, outputs, future plans of the GRA back to the patient, healthcare professionals, and research communities.

### 2. Outputs

Scope/goals:

To provide graphics for social media dissemination alongside the written PLS.

1. Overall goals and priorities of GRA and other SC/PB communications
2. Lay summaries and research outputs back to patients.
  - Summary already done in Lay Summaries Channel to be identified as requiring a graphic and handed over to the Communications Channel along with three statements for graphics.
  - Using the provided statements, create the graphic using appropriate branding standards (see below).
  - Post graphic to translations channel and notify translations lead (TBD) so that future translations could be made.
3. Closure plans

### 3. Tools required

- Canva Pro design tool ( US\$ 119.99 per year) has been set up for use by the team with a shared login and emailTo create easy to manipulate/change designs.
  1. Economically Viable/Full featured
  2. Enables team (5 users) creation sharing easily without training.
  3. Open Source/Widely used.
  4. Easy to use UI

- Hootsuite social media management platform (not sure on pricing) has been set up for use by the team with a shared login. This will be to connect all social platforms together into one system.
  - Economically Viable/Full Featured
  - Multiple Users/Team Working
  - Scheduling posts
  - Market testing
  - Clear analytics on post performance

#### **4. Budget for compensation for contributors**

- \$500 to be split between the graphic creators and 2 comms co-ordinators as determined by the 2 comms co-coordinators
- Partnership with ACR Global Communications, Jennifer Eastin.

#### **5. Design/Branding**

- Use of corporate ID colours and logos will follow pre-made package and design layouts.
- Design templates will be used to create the graphics.
- Any changes must be approved by the comms committee.

#### **6. Confidentiality**

- The articles uploaded to the plain language summaries channel and shared between the authors and communications, may be in pre-print and are required to remain confidential until publication.
- Articles in pre-print must be labelled as 'pre-print' or 'confidential' or a similar warning by the authors when they upload to the plain language summaries channel.
- These articles are not to be disseminated or discussed outside the channel for any reason until the original article is officially published.
- The communications team will maintain the communication in strictest confidence by 'password protecting' documents while in production. Password to be given to the Translation coordinator(s) and tracked on the tracking sheet.

#### **7. Protocol**

- 1 coordinator from Lay Summaries Channel will request graphics to the Communications Channel and Comms team will acknowledge the request.
- Other comms will be provided by either the SC or the PB.
- Priority projects will be identified by requester and managed accordingly.
- Request will be added to the Comms tracking spreadsheet and priorities indicated.
- <https://docs.google.com/spreadsheets/d/1zqJtrsorndstVoibpkbE13BM0aR5eS5qB2vyCbbnyHc/edit?usp=sharing>
- 2 members of the Communications Channel will coordinate together to create graphics for lay summaries or other requested communications.
- 1 of the above coordinators will be a PB member, who will provide feedback to the PB.
- 1 of the PB co-chairs will report to the SC.

- Graphic draft(s) to be reviewed by at least 2 people on the communications team and final sign off by the lead author(s).
- Hootsuite should be used to plan and automate posts on several social media platforms simultaneously, ensuring there is synergy in the posting time.
- 2 Communications Channel coordinators will be in charge of the Hootsuite account to prevent any confusion on posting timing and double posting.
- Canva and Hootsuite credentials will be kept on the comms tracking spreadsheet.