



## COPD Foundation Communications Policies and Procedures

### Introduction

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Communications underpins most, if not all of the COPD Foundation's (COPDF) activities in realizing our mission as a patient-centered organization committed to preventing COPD, bronchiectasis, and nontuberculous mycobacterial (NTM) lung disease, and to seeking cures while improving lives and advocating for all affected. It's an essential part of the work we do and all of us have the opportunity to interact with patients, caregivers, health care professionals, corporate partners, associations, media outlets, and donors through various touchpoints during the course of our activities. As such, it is important that all employees and consultants working for COPDF understand and adhere to the policies set forth by the COPDF Communications team. This will ensure that we protect and maintain our credibility and reputation as the premier resource for our community.

### Purpose

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The purpose of this document is to outline COPDF's Communications policies in the areas of COPDF visual identity and branding/brand messaging, social media, the COPD360social and BronchandNTM communities, website content, and links to external sites, photography, and images, press releases, and media requests.

### Scope

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This policy applies to all COPDF employees, contractors, and consultants representing the COPDF.

### 1. COPDF Visual Identity & Branding

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Our visual identity is a critical element in implementing the goals of COPDF. The COPDF Brand Manual was created to ensure that specific usage guidelines are followed for all materials generated by team members as well as the external parties with which we work. When working with external parties on joint materials, please be sure to provide the COPDF Brand Manual. Fonts and logos are available in digital formats.

All collateral, whether for internal or external use, must be reviewed and approved by the Communications team before release. Please submit your proposed collateral to Media Relations, Communications and Marketing "as a Creative Request" [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) detailing the project, where the material will be used, and timing. Additionally, if approached by an external party for permission to use the COPDF logo, please forward the request to [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org). **Please allow 3-5 business days for review and approval.**

### 2. Social Media – COPD360social, BronchandNTM360social, Facebook & Twitter

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COPDF recognizes the vital role our social media platforms play in informing, educating, engaging, empowering, and supporting our community and mission going forward. Our top priority is to foster an environment of respect and safety, regardless of platform. We aim to cultivate a space in which all our members feel empowered to share their personal experiences and support one another in a positive manner. As such, we ask that you adhere to the [COPD360social Community Guidelines](#) for all COPDF social media platforms. Additionally, please bear in mind the following:

- a. **Contribute:** As a COPDF team member, your regular online presence and commentary is encouraged for all employees, particularly on COPD360social and BronchandNTM360social. Your active participation helps our members feel they are part of our mission and engages them in our activities. In turn, they provide us with valuable insights that help shape our activities both now and in the future.
- b. **Respect:** Please remember that you are always perceived to represent the COPDF. Commentary that is



considered defamatory, obscene, proprietary, or libelous by any offended party could subject you not only to personal and professional liability but also damage COPDF's reputation. Please pay attention to your profile on social media channels.

- c. **Photos:** If posting a photo, please make sure you adhere to all federal copyright laws and have permission to use a photo that includes an individual or group. A photo release form is available; please ask a member of the Communications team for the current version.
- d. **Medical Advice:** Please do not offer any medical advice to our community members. Any comment from a COPDF clinician and/or scientist on our social platforms is covered by a disclaimer on our websites that one should consult their own clinician.

### **3. COPD360social and BronchandNTM360social Communities**

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These communities are COPDF's online social networks for all things COPD and BronchandNTM where members share thoughts and ideas, ask questions, start discussions, read and comment on articles and blogs, and communicate with peers, thought leaders, and community managers. These platforms are geared toward patients, caregivers, family members, health care professionals, and friends. They enable two-way communication, providing COPDF with the best opportunity to understand the specific needs of our communities.

As such, we are often approached by external organizations with various requests regarding these communities which need to be evaluated, so please adhere to the guidelines as outlined below:

**External asks:** When collaborating with an external party or potential funder requesting recognition, publicity of an initiative or event, a dedicated page, using the site as a survey tool, for data mining, or the like, please send an email to [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) and [360social@copdfoundation.org](mailto:360social@copdfoundation.org) specifying the "ask," background information, and proposed implementation plan. Please do this before taking discussions to the point of commitment on the part of COPDF. The appropriate experts on the [Content Review and Evaluation Committee](#) (CREC) will discuss the request as soon as is practical. If/when approved by the CREC, you will need to supply proposed content (including text and links) for editing and review of any technical considerations before your [creative](#) request will be placed on the schedule for inclusion. **Please allow between 2-4 weeks in your project timetable for us to complete your request.**

- a. **Program/initiative support:** If you require support from the COPD360social platform for a program area or initiative you manage, please submit the request in writing to [360social@copdfoundation.org](mailto:360social@copdfoundation.org) and CC [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) detailing your requirements, background information, and proposed implementation plan. If/when approved by the Communications team, you will need to supply proposed content (including text and links) for editing and review of any technical considerations before your request will be placed on the schedule for inclusion. **Please allow 2-4 weeks in your project timetable for us to complete your request.**
- b. **Ad-hoc/time-sensitive requests:** If your request requires implementation within a shorter timeframe due to an unforeseen nature, it will be reviewed on a case-by-case basis. Approaching an individual member of the Communications team with your request will not result in an instant decision. Rather, your request will be presented to experts on the CREC as soon as is practical and we will work to accommodate your request as best we are able

and/or advise you on how best to proceed. In short, don't approach the Communications team at the last minute for something that you have been planning for a considerable length of time.

- c. **Research activities:** 360social platforms serve as important research tools and use in such activities often requires Institutional Review Board (IRB) approval. As such, the Communications team will work with the COPDF Research team, and medical and scientific leadership as necessary, to facilitate the use of COPD360social for projects including but not limited to study focus groups, recruitment efforts and data analysis. Requests are submitted to [COPD360Net@copdfoundation.org](mailto:COPD360Net@copdfoundation.org)
- d. **Non-research activities including recruitment:** Team members are not allowed to use the 360social community for program recruitment, focus groups, patient panels, events, surveys, and the like without prior permission as outlined above
- e. **Activity Feed vs Questions & Answers:** The Activity Feed is for posts that are actionable and have specific end dates, such as "How are you doing today?", "What are you doing for COPD Awareness Month?", "Are you attending XXX webinar?" and "Take this survey now." The Questions & Answers section is reserved for legitimate, topical posts that will maintain their value in the future, such as questions about inhalers, oxygen, sleep apnea and the like. When in doubt, please ask the community moderators at 360social@copdfoundation.org.
- f. **Advertising events:** To advertise Foundation or other approved events, the correct place is in our Events calendar. Please provide the Communications team with the information and we will post it for you.
- g. **Site changes:** For changes you would like to see implemented on any COPDF-owned social media platform or website, please submit your proposed changes as a Creative request to [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) detailing your request or idea for consideration.
- h. **Member contact details:** No email addresses or other contact information for any community member will be provided to COPDF team members or external parties.

#### **4. COPDF Website Content & Links to External Sites**

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All website changes and creative requests must be reviewed and approved by the Communications team for evaluation from a search engine optimization (SEO) perspective to ensure it is optimized appropriately and does not cause any unintended SEO issues. **All requests must be made in writing as noted above to [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) or submitted through the COPDF Communications tracker in MSTeams. A minimum of 4 weeks must be allowed for review, comment, approval, development, and implementation.**

- a. **Change to an existing web page:** Please use the COPDF creative brief and provide the name/link to the existing web page, what change(s) you are requesting, rationale for the change and timeline.
- b. **New web page:** Please use the COPDF creative brief and provide the proposed text, rationale and requested timeline.



The CREC experts will review your request and decide based on technical feasibility, priority, alignment to the COPDF's mission and strategy and betterment of the overall website. Please note, changes to web pages are complicated and take time. Therefore, please plan and allow ample time to process your request.

For any external parties requesting that COPDF link to their pages or appear as a resource, please forward all such requests to [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org) for review and consideration.

## **5. Photography & Images**

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It is important when creating COPDF-branded materials, whether for internal or external use, that we all adhere to federal copyright laws. Lifting photos or images or using screenshots from the internet in any collateral including presentations and webinars is not allowed. COPDF has a stock image account which gives us access to royalty-free photos and images for internal and external use; please ask a member of the Communications team to retrieve these for you.

## **6. Press Releases**

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It is important that all COPDF team members engage the Communications team early in the process when requesting a new press release or working with a third-party that requests a joint press release. The Communications team will coordinate with internal team members and third-party communications teams to draft, review, approve, and disseminate releases on behalf of the COPDF.

Press releases will not be considered final until reviewed, edited, and approved by the Communications team and COPDF Officers (CEO, CMO, Board Chair) which reserve the right to make changes as needed. Please allow up to two weeks for the review process when requesting a COPDF-only release and at least one week when requesting a joint press release with an external party. Also, please be sure to account for the external party's internal review and approval process, which may require additional time.

Press releases are at times issued electronically via a wire service by the Communications team and, once issued, posted in the "Press Room" section of the COPDF website under "Press Releases."

## **7. Media Requests**

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Please forward all media requests (e.g., interview requests, request for comment, etc.) to the Communications team at [mediarelations@copdfoundation.org](mailto:mediarelations@copdfoundation.org). The team evaluate the request and connect the journalist with the appropriate COPDF team member authorized to speak on behalf of the Foundation.

While we receive most media requests via email, it is possible you will receive a phone call from a reporter. In this case, please get the reporter's contact information including first name, last name, email, phone, name of publication, topic and deadline and let them know that a member from the Communications team will get back to them shortly. Please forward this to the Communications team as soon as possible.

Please note, only authorized spokespeople are allowed to speak to the media on behalf of COPDF.