American College of Veterinary Preventive Medicine (ACVPM)  
Communications Committee  
Standard Operating Procedures (SOP)  
Approved March 2020

1. References:
   a. Constitution, American College of Veterinary Preventive Medicine  
   b. Bylaws, American College of Veterinary Preventive Medicine

2. Composition and Duties:
   a. In 2020, the committee will transition from four (4) members to five (5) members. The Committee will consist of 4 members appointed for 4-year staggered terms, and 1 member for a 5-year term. Subsequently, as new members are added, they will serve 5-year terms. One member shall be recommended by the committee for each year and appointed by the President as provided in Article VII, Section 2, of the Bylaws. The senior-most member shall serve as chair.

   b. Duties of the committee shall be to:
      i. Oversee the preparation of the College newsletter and other publications on a regular basis as directed by the Executive Board.
      ii. Provide oversight to the website and social media pages
      iii. Prepare brochures, and other materials as directed by the Executive Board.
      iv. Advise the Executive Board on College policy on communications.
      v. Respond to current issues.
      vi. Submit an updated/reviewed SOP to the Executive Board by March 1 annually.
      vii. Submit Annual Report to the Executive Board by June 1 annually.
      viii. Provide oversight to the ACVPM Listserv

   c. The Communications Committee monitors and assists as needed in all publications of the College, to include electronic publications such as the World Wide Web page on the Internet and the College’s e-mail listserv.

   d. The Chair of the Communications Committee is the fourth-year member of the committee and will serve a one-year term. As 5-year members are added, the chair will transition to the fifth-year member. Should a committee member step down, all members will move up one term and the newest appointee will start at the initial term.

   e. The third-year committee member will be appointed to serve as a representative to the Strategic Planning Committee.

3. Procedures:
   a. Newsletter
      i. The Communications Committee assists the Editor of the newsletter in preparing and selecting articles for inclusion. Committee members review publications of interest to the College for articles to be referenced. They prepare articles of interest for the newsletter as appropriate.
ii. The newsletter is published to the member’s section of the ACVPM website four times each year, and a direct link to the newsletter and notification of the newsletter’s publication is disseminated to members using e-mail, and is made available to Diplomates through Facebook and LinkedIn. Deadlines for the newsletter are February 20, May 20, August 20, and November 20.

1. Each committee member will be responsible for serving as the editor, coordinating the newsletter during the second year of his/her term. The Editor will coordinate and publish four newsletters during the second year of his/her term.

2. The outgoing newsletter editor will train his or her successor in the procedure for coordinating, writing, gaining approval for and publishing the newsletter. This training will occur during the writing of the fourth newsletter of the editor’s year of responsibility.

b. World Wide Web

i. The College maintains a website, located at www.acvpm.org, providing information to members and prospective Diplomates. This page is maintained through the Executive Vice President.

ii. Committee members review the College’s web page for content and propose changes and additions. They may prepare text for inclusion on the page.

iii. Committee members review other web pages of interest to the College and suggest possible links to and from these pages.

iv. Committee members may assist in the preparation of materials for posting to the internet, depending on their individual interests and skills.

c. Social media presence

i. The committee will utilize current social media platforms (Facebook and LinkedIn) to communicate with the College. All committee members will have active accounts and will serve as administrators for the social media pages.

ii. One committee member serving in his or her first year on the committee will serve as the primary social media point-of-contact and will liaise with other committees who wish to communicate to the College through the social media platforms (Facebook and LinkedIn). The other committee member serving in his or her second year will serve as primary List Serve point of contact. The third-year member will also verify active ACVPM membership for all persons who request to join an ACVPM social media group prior to approving their request.

iii. The primary social media point-of-contact will screen all members of the private ACVPM groups on Facebook and LinkedIn annually by April 1 to ensure group members are still Diplomates in good standing. Members who are no longer in good standing will be removed from the group page.

iv. Any posts to the group sites that are questionable in nature (e.g., a “hacked” account or other questionable post) will be immediately removed by the social media point-of-contact and a notification of the post (including content) will be forwarded to the President and EVP for final determination of appropriateness versus inappropriateness.

d. Other Publications

i. The committee assists in the preparation of College publications, such as brochures, postcards, etc. as necessary.

4. Meetings and Communications:

a. Routine communications of the committee will be by electronic means, such as conference calls or electronic mail. These communications should occur on at least a quarterly basis.
5. Effective Date of Standard Operating Procedure:
   a. This Standard Operating Procedure is effective on approval by the Executive Board and remains in effect until modified or rescinded.
   b. It is reviewed annually by the Committee and an updated/reviewed version submitted to the Executive Board by March 1.