

# **Management System: Stakeholder Relations & Communications**

## **Communication**

### **1. Purpose**

This policy establishes requirements, guidelines, roles and responsibilities for communicating laboratory-related information.

### **2. Scope**

This policy applies to all forms of communication, including but not limited to communication between Fermilab, its employees, and its users acting on behalf of the laboratory and:

- The public via mass media outlets and interactions with members of the media
- The public via social media tools, technologies and platforms
- Members of local and regional communities
- Laboratory employees and users
- The public, employees and users during times of crisis
- The public, employees and users in the context of political activity
- Colleagues and peers both internally at lab and externally at meetings and conferences

### **3. Applicability**

This policy applies to all Fermilab employees and users.

### **4. Effective date**

This policy goes into effect on October 15, 2015.

### **5. Policy**

#### **5.1 General**

Fermilab's policy is to carry out communication activities that:

- Inform the public of Fermilab's mission, activities and achievements.
- Build a positive, supportive relationship, focused on openness and trust, with the laboratory's local community and region.
- Develop, maintain and make known the communication channels that are available to the public.
- Provide employees and users with the information that they need to complete their work in an efficient, effective and safe manner.
- Communicate and enhance employee and user knowledge of Fermilab's mission, vision, priorities and policies.
- Meet any applicable DOE guidelines and requirements and fulfill any requirements outlined in the Fermi Research Alliance, LLC contract with DOE.

All employees and users are expected to proactively communicate with their colleagues, supervisors and members of the public.

When carrying out all communication activities, all employees and users are expected to conduct themselves with the highest standards of integrity and follow all related Fermilab policies and procedures.

The following sections detail the specific guidelines and requirements for communication between Fermilab, its employees, and its users acting on behalf of the laboratory, with:

- The public via mass media outlets and interactions with members of the media (media relations)
- The public via social media tools, technologies and platforms (social media)
- Members of local and regional communities (community relations)
- Laboratory employees and users (internal communication)
- The public, employees and users during times of crisis (crisis communication)
- The public, employees and users in the context of political activity (political activity)
- Colleagues and peers both internally at lab and externally at meetings and conferences (professional and technical communications)

The [Interactions with Government Officials](#) policy details the guidelines and requirements for interactions with--and visits to the Fermilab site by--governmental officials, including elected officials.

## 5.2 Media relations

Fermilab's policy is to be forthcoming, accurate and timely when communicating information to the public through the mass media. Mass media includes any publication or technology that distributes news or other information for a broad audience, including but not limited to: print and online newspapers, magazines, blogs and other types of publications; television, radio and video programs; podcasts and other recordings; and social media platforms operated by a mass media company.

The Office of Communication (x3351; [Fermilab@fnal.gov](mailto:Fermilab@fnal.gov)) maintains the primary responsibility for communicating and coordinating with media outlets, and is a resource for Fermilab employees and users in their media interactions. The Office is available to assist in researching media outlets, preparing for interviews, arranging site visits for journalists, fact-checking and post-interview follow-up.

Fermilab employees and users are encouraged to share appropriate laboratory-related information with media outlets in accordance with the following table. In addition, all visits by members of the media (journalists, reporters, photographers, television crews) to the Fermilab site must be approved in advance by the Office of Communication.

If you are...	Being interviewed or preparing content for the media about...	Is <b>advance approval</b> from the Office of Communication <b>required</b> before the interaction?	If approval not required, is <b>notification</b> to the Office of Communication <b>required or requested</b> ?
A Fermilab employee	Scientific results that have been published or approved by your collaboration for public release	No	Notification required
	A Fermilab-related scientific or technical topic on which you are an expert	No	Notification required
	A Fermilab project that falls under DOE Order 413.3B	Yes	
	A Fermilab- or DOE-related emergency crisis or situation	Yes	
	Fermilab, DOE or other laboratory or government agency policy, management or budget issue	Yes	
	Topics not connected with your work at Fermilab	No, if you will not be identified as a Fermilab employee.  Yes, if you will be identified as a Fermilab employee.	No, if you will not be identified as a Fermilab employee.
A Fermilab user	A Fermilab-related emergency crisis or situation in which you play a role, are on the scene of the crisis, or are physically at the laboratory	Yes	
	Fermilab or Fermilab-related projects or experiments	No	Notification requested

### 5.3 Social media

#### *Social media conducted by individual employees*

- You are encouraged to share appropriate Fermilab-related information via your personal social media channel. Be aware that you are an ambassador for Fermilab and for DOE whenever you interact online using your real name. It is expected that you will conduct yourself with the highest standards of integrity and follow all related Fermilab policies and procedures when communicating via social media about the laboratory, its employees and its programs. Protect confidential laboratory-related information and respect other employees and their privacy when interacting online. If you have questions about proper

laboratory-related conduct on social media, contact the Employee Relations manager (x3793).

#### *Social media during crisis/emergency situations*

- Employees are required to obtain approval from the Office of Communication before posting any crisis- or emergency-related content (text, images or videos) to their personal social media accounts or to laboratory-owned social media accounts to which they have access.

#### *Social media conducted by the Office of Communication on behalf of Fermilab*

- The Office of Communication is responsible for the content of Fermilab's social media channels.

#### *Social media conducted by Fermilab organizations and units*

- Fermilab recognizes that its organizations and sub-units may benefit from establishing their own social media accounts. Account owners are required to notify the Office of Communication (x3351; [Fermilab@fnal.gov](mailto:Fermilab@fnal.gov)) prior to establishing a laboratory-affiliated social media channel; the Office of Communication will provide guidance, subscribe to your channels and help to amplify your messages as appropriate.

## **5.4 Community relations**

All Fermilab employees are encouraged to take responsibility for effectively communicating appropriate information about the laboratory to their friends, neighbors and communities.

The Office of Communication maintains the primary responsibility for community relations, including a suite of activities to keep members of the laboratory's local and regional communities informed and solicit citizen feedback and input.

Questions or requests for assistance regarding community relations may be addressed to the Office of Communication at x3351 or [Fermilab@fnal.gov](mailto:Fermilab@fnal.gov).

## **5.5 Internal communication**

All Fermilab employees are expected to take responsibility for effectively communicating with their co-workers, to share appropriate information and to contribute to discussions at meetings and via other information exchanges.

All managers and supervisors are expected to communicate with their employees regularly and often regarding laboratory-related activities.

The Office of Communication has the primary responsibility for disseminating relevant laboratory-related information for employees and users via the most appropriate channels. It is the responsibility of all employees and users to read and understand the information and, if necessary, act in a timely manner.

## **5.6 Crisis communication**

Fermilab's policy is to make accurate information available as soon as possible during potentially life- and operations-threatening situations.

The Office of Communication has the primary responsibility for communicating crisis-related information to members of the public, including news media. All inquiries from members of the media must be directed to the Office of Communication during a crisis or emergency situation. Employees are required to obtain approval from the Office of Communication before posting any crisis- or emergency-related content (text, images or videos) to their personal or laboratory-owned social media accounts.

Depending on the type of crisis or emergency situation, employees on site will be informed of the situation and actions to take via the emergency messaging system and/or the sitewide emergency warning system. Employees who are off site will be notified via the emergency messaging system.

It is the responsibility of all on-site employees and users to maintain up-to-date emergency messaging contact information (<https://member.everbridge.net/index/453003085611188#/login>) and up-to-date contact information in [FermiWorks](#).

## **5.7 Political activities**

Fermilab employees and users who engage in political activities must not use their Fermilab affiliation as a credential, present themselves as representatives of the laboratory, or use laboratory property while participating in the activities. Examples include but are not limited to signing a campaign letter with one's Fermilab affiliation and sending a lobbying letter to a member of Congress on Fermilab letterhead, from a Fermilab email account or from a Fermilab computer.

## **5.8 Professional and technical communications**

Fermilab employees are expected to conduct themselves with the highest level of professional integrity and to follow all related Fermilab policies and procedures when communicating with colleagues and peers, both at the laboratory and in external venues such as conferences. In addition to following laboratory-wide policies, employees should follow any processes, procedures and/or guidelines established by their managers and supervisors regarding work-related professional and technical communication. Employees who are members of scientific collaborations must also follow those organizations' rules and bylaws regarding public discussion of scientific results.

## **6.0 Responsibilities**

While this policy applies to all Fermilab employees and users, there are additional responsibilities for the following individuals and groups:

### **6.1 Assistant Director for Communications**

The Assistant Director for Communications is responsible and accountable for all laboratory-related communication activities, overall reputational management and for developing and carrying out an overall strategic plan for lab communications.

### **6.2 Fermilab directorate, chiefs, division/section heads**

The leadership team is committed to a coordinated and consistent approach to communicating laboratory messages. This commitment requires including Office of Communication staff in the planning processes of the laboratory, divisions and sections, as well as in ongoing operational activities. Leadership also ensures that communication activities and costs are integrated into the laboratory's overall planning and budgeting processes.

### **6.3 Managers and supervisors**

Managers and supervisors are expected to regularly and effectively communicate laboratory-related information to their departments, as well as to maintain open and inviting channels for staff to communicate with them.

### **6.4 Employees**

Employees are expected to regularly and effectively communicate with their co-workers and to actively inform themselves of lab-related news and information.

## **7.0 Authorities**

FRA Contract (DE-AC02-07CH11359)

- Section C
  - Clauses C.3.1.3 (LABORATORY STEWARDSHIP)
- Section I
  - Clauses I.72 (PUBLIC AFFAIRS), I.103 (COMMUNITY COMMITMENT)

## **8.0 Owner**

The Assistant Director for Communications is responsible for reviewing and updating this policy.

## **9.0 Review cycle**

This policy is to be reviewed every two years after issuance.

## **10.0 Revision history**

<b>Revision</b>	<b>Date Released</b>	<b>Description of Change</b>
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<b>1</b>	10/28/2015	Edited section 5.8 to clarify that process, procedures and guidelines should be followed in work-related professional and technical communication.
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