

VIVO Communications Procedure

Approved



This procedure approved by the Steering Group May 8, 2015

VIVO Communication principles

1. VIVO news comes from VIVO first
2. VIVO leadership and steering should receive news before the VIVO community which receives the news before the general public
3. VIVO communication is always focused on VIVO

VIVO Distribution channels

1. Leadership and Steering listservs
2. VIVO project list servs – vivo-imp, vivo-dev-all, vivo-ontology
3. VIVO social media – LinkedIn, Facebook, Twitter, blog
4. Duraspace member channels – blog, social media, email lists
5. Duraspace public channels – other email lists, news media

VIVO Big Story release process

A VIVO big story is a major news release by VIVO. Includes personnel changes, product releases, VIVO events, new major partnerships and memberships. The communications procedure is below:

1. Carol develops content with news provider (tech staff, governance groups, community reps)
2. Mike reviews and approves content for distribution. In some cases content will be reviewed by steering and/or leadership. Mike can decide when this is needed.
3. Distribution procedure (this one) is reviewed so that we are very clear who does what when. The steps below form a framework that needs to be reviewed for each communication:
 - a. Distribution to leadership and steering
 - b. Distribution to VIVO project lists
 - c. Distribution to VIVO social media including blog
 - d. Distribution to Duraspace member channels
 - e. Distribution to Duraspace public channels

VIVO Smaller stories release process

Smaller stories, such as VIVO is presenting at a conference, VIVO has a new member, a member has prepared an app that others might want to try may require a blog post or other communication. Ideas can come from anyone, but need to be routed to Carol. The procedure below is followed:

1. Carol reviews with Mike as/if needed
2. Carol prepares material or edits material provided by others, as needed
3. Mike reviews and approves
4. Distribution proceeds as shown below
 - a. VIVO Project mailing lists
 - b. VIVO social media
 - c. Duraspace member channels
 - d. Duraspace public channels (if warranted)

VIVO Updates

Mike gathers updates from the working groups, governance groups and email archives for a weekly update to the community and the status of the project. Mike checks these items as needed with their originators. Mike develops the content and posts to the VIVO lists. No other review or process is involved.

VIVO daily communication

The VIVO email lists are used every day for community communication. When one is speaking for oneself, professional judgment and demeanor is of the utmost.

When one is speaking for the project, the processes above need to be followed regardless of the medium or the import of the message.

