



2025 CDISC Communications Policy for External Stakeholders

1. **Purpose:** This policy is designed to provide instruction to CDISC stakeholders for efficiently using the CDISC Brand and managing the scoping, development, and delivery of CDISC communication messages throughout the CDISC community. Our goal is to ensure transparent, consistent, and collaborative communication that reflects CDISC's values and standards, and maintains a respectful, inclusive tone.
2. **CDISC Brand:** External use of the CDISC Brand including the CDISC logo, CDISC elements, and the word "CDISC" or images, must be approved by the CDISC Communications Team. Use of the CDISC logo, CDISC elements, and word "CDISC" are protected by U.S. Trademark Law and should not be used by an external party without the express consent and guidance of CDISC Communications. Reproduction of any logos or symbols is prohibited without the approval of CDISC Communications. For licensing information, please contact communications@cdisc.org.
3. **Stakeholders**
 - a. **CDISC Members:** CDISC Member organizations can use the CDISC Membership Badge on their website, social media, business cards, marketing materials, or at event booths to showcase that their organization is a member of CDISC. To request, a CDISC Membership badge, please contact membership@cdisc.org.
 - b. **Collaborator Organizations:** Collaborators, defined as those with whom we have a Memorandum of Understanding (MOU) and are actively working on aligned projects to further the CDISC mission, should reach out for approval as communication milestones and opportunities arise to feature the partnership. Output may include joint press releases, eblasts, and social media posts.
 - c. **Volunteers, Coordinating Committees (3Cs) and User Groups:** CDISC welcomes communication with our Coordinating Committees and User Groups and will work in a timely manner to ensure that communications submitted for review are prioritized. Please provide at least 2 weeks for materials to be reviewed and approved.
 - d. **Trainers:** CDISC is happy to promote our CDISC trainers through our communication channels.
4. **Approval:** All content should be submitted to the Communications team through communications@cdisc.org at least 2 weeks prior to publication. If the content is of high priority for distribution in a shorter-time frame please raise the issue in the email.

5. Content Types



a. Publications – Knowledge Base Articles, Blogs, LinkedIn Posts, Newsletters Externally-published Articles

The Communications Team welcomes collaboration with partners, volunteers, members, staff, and contractors to develop articles and blog entries to promote CDISC products, services, and use cases for external sources.

All articles must be submitted for review and approval in advance for publishing by the Communications Team prior to release to ensure information is accurate, up to date, and primarily vendor-neutral.

Quotes from CDISC leadership and subject matter experts need to be requested to ensure time to review and provide quality feedback.

Newsletters developed by 3Cs, user groups, and external stakeholders can be submitted for review and may be highlighted on CDISC social media platforms when relevant to a large community.

- b. Collateral:** All collateral (any item for print or online usage that uses the CDISC brand), which includes and is not limited to brochures, Annual Report, promotional items, and any other item that markets CDISC, will be approved by the Communications Team prior to distribution, printing and utilization.
- c. Social Media:** CDISC maintains multiple social media profiles on various platforms including LinkedIn, Twitter, WhatsApp, WeChat, Bluesky. CDISC Communications Team plans and oversees the content for these pages and reviews partner content and shares when appropriate. Please submit content you would like shared on social media at least 1 week in advance and we will notify you if it is approved to share with our global community
- d. Eblast to our Database:** On a case-by-case basis, CDISC will consider requests to distribute material and updates to the CDISC community from our email database.
- e. External Event Presentations:** Presenters should communicate to the CDISC Communications Team at least 2 weeks in advance of your proposed presentation, with information on the venue, date, conference organizer, and presentation title so that the team is able to review and schedule the communications in our social media rotation and as relevant information will be added to the CDISC website under Partner Events. Presenters should adhere to all policies of CDISC posted on the CDISC website. Presenters should provide a copy of the slides used for the presentation to ensure proper use of branding. Presentations should use the CDISC slide template, unless otherwise required by the external partner.
- f. CDISC Website:** Maintenance of the CDISC website is the responsibility of the CDISC Communications Team. All content added to the website must be approved by the Communications Team prior to posting including updates on changes to content for each functional area (i.e., Standards, Education, Events, and Membership) on at least a monthly basis to ensure accuracy. All presentations and other materials posted on the CDISC



website will be in PDF format, with the exception of technical documents that may need to be posted in other formats.

The Members Area is designated for CDISC Platinum and Gold members, with content access levels set and managed by CDISC. There is a separate login for this area.

- g. Media Requests** If you are contacted by the Media regarding CDISC, please do not comment on behalf of the organization, reach out to our Communications Team and we will handle the request.