



Association of Clinical Pathologists

Communications Strategy 2017-2022

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On behalf of the Council of the Association

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1.0 Introduction

- a. The Association of Clinical Pathologists was founded in 1927 with four principle aims. These are:
 - To improve the conditions of pathology practice and improve the status of clinical pathologists.
 - To secure clinical pathologists as being equal to other consultants.
 - To encourage and assist medical schools and post-graduate education so that suitably trained doctors could assume charge of hospital laboratories throughout the United Kingdom.
 - To establish where members could exchange views on work, research etc.
- b. The founding aims of the Association remain at the heart of its activities and must, therefore lie at the heart of the Association's Communications Strategy.
- c. In 2017 it was recognised by ACP Council that the Association utilises an increasing number of media for communication with members, non-members and the public and that there was a need for a Communications Strategy.

1.1. *Devising a communications strategy*

- a. On the recommendation of ACP Council, the former Website Committee was expanded in June 2017 to become the Communications Committee.
- b. ACP Council charged the Communications Committee with drafting a Communications Strategy for the association in June 2017.
- c. This Communications Strategy has been developed on the instruction of ACP Council using an iterative process and a combination of discussions at ACP Council meetings, deliberations of the ACP Communications Committee and a consultation with the members of the Association.
- d. Members of the Communications Committee were invited to submit suggests and comments to the Chair (see Appendix 1).
- e. The views of the Members of the Association were sought through an electronic survey (www.surveymonkey.com) that was administered to all members in June/July (see Appendix 2).

1.2. *Objectives of the Communications Strategy*

The objectives of the Communications Strategy are:

- a. To ensure effective, targeted and coordinated use of a variety of media in communicating with all ACP members, with pathologists who are not members and with the general public;
- b. To promote the benefits of membership to ACP members and pathologists and pathologists in training who are not members;
- c. To promote ACP educational meetings to members and non-members;
- d. To promote and expand the educational materials available to members;
- e. To promote and develop educational resources to support all members, irrespective of their specialty within pathology;
- f. To facilitate members' engagement with the Association;
- g. To facilitate ACP Council's engagement with the membership;
- h. To promote the ACP and pathology to medical students and medical schools in the United Kingdom and Ireland;
- i. To promote the Association's activities to the general public;
- j. To promote pathology to the general public.

2.0 **The ACP Communications Committee**

The Communications Strategy is managed and implemented by the ACP Communications Committee.

2.1. *Membership*

- a. The ACP Communications Committee shall comprise:

Chairperson (see 2.2., below)
ACP Education secretary
ACP news Editor
ACP Social media lead
ACP Trainee Management Group Representative
ACP Website content editor
ACP Website technical editor
Chairs of the Specialty Committees (or nominated representatives)
Journal of Clinical Pathology editor

- b. The tenure of members shall last for a period of 3 years, renewable annually thereafter.

2.2. *Chairperson*

- a. The members of the ACP Communications Committee shall elect a Chairperson from amongst their number. The position of chair is subject to ratification by ACP Council.
- b. The chairperson's tenure shall last for a period of 3 years, renewable annually thereafter with the consent of the chairperson, the committee members and with approval from Council.
- c. The chairperson may demit or be removed by Council at any time. In the event that the position of chairperson becomes vacant, the Committee will elect a new chair, to be ratified by Council.

2.3. *Meetings*

- a. The ACP Communications Committee shall meet four times per year.
- b. The committee meetings shall take place in the month prior to Council meetings.
- c. The committee meetings will be held by teleconference.
- d. The meetings will be deemed quorate if at least four committee members plus the chair are present.

2.3.1 *Standing agenda items*

- a. The following shall be standing agenda items for the committee.
 - Apologies
 - Minutes of the previous meeting
 - Matters arising
 - ACP news
 - ACP website - content
 - ACP website - technical and metrics
 - ACP Social media and metrics
 - Journal of Clinical Pathology
 - Any other business
 - Date of next meeting
- b. The Chairperson may add additional agenda items as needed. Committee members wishing to add agenda items should direct them to the chair at least one day prior to the meeting.

2.4. *Reporting structure*

- a. ACP Council shall direct the committee through the committee Chairperson

- b. The Committee Chairperson shall report the deliberations of the committee to ACP Council at Council meetings.

2.5. *Remit*

The remit of the Communications Committee is to:

- a. Oversee and monitor the implementation of the Communications Strategy.
- b. Provide a forum in which the editors of the *ACP news*, website, social media and *Journal of Clinical Pathologists* can collaborate to coordinate the outputs of their respective media.
- c. Accept direction from and provide guidance to ACP Council on how the Communications Strategy should evolve over time to meet the changing needs of the Association and its membership.
- d. Ensure that the communications of the Association hold true to the core aims of the Association.

COMMUNICATIONS STRATEGY 2017-2022

3.0 ACP Communications Platforms

The Association of Clinical Pathologists uses a variety of media with which to communicate with its membership, the remainder of the profession and the general public. These media are:

- The ACP news (The official magazine of the Association)
- The ACP Website (www.pathologists.org.uk)
- The Journal of Clinical Pathology (The journal of the Association)
- Social Media
 - Facebook (@ACPPathologists)
 - Twitter (nACP_Pathologist)
- Email

3.1. *Frequency of communications*

The ACP shall communicate with members, non-members and the public on a regular basis as follows:

Communications Media	Frequency of Communications
ACP News	Published four times per year
ACP Website	Updated quarterly and as needed
Journal of Clinical Pathology	Published monthly
Social Media	Two/three times weekly and as needed
Email to members	Every two months and as required

4.0 ACP news

First published in 1974, the *ACP news* is the official magazine of the Association of Clinical Pathologists. It has an informal and light-hearted style that is popular with the membership.

4.1. ACP news objectives

The objectives of the *ACP news* can be summarised as promoting the activities of the Association and its members, promote the benefits of membership to members and non-members, educating members, and to promote pathology to non-members.

4.1.1 Promoting the activities of the Association and its members

- a. Promote the activities of the Association to the membership, including ACP Council and the ACP branches (through publication of annual reports from the President (Summer issue), annual branch reports and quarterly reports from the Chair of Council).
- b. Promote the activities of members, encouraging and supporting members to share their thoughts, experiences and educational cases in *ACP news* and/or via the ACP website;
- c. Promote the research activities of pathologists in training through publication of reports on winners of the ACP Research in Pathology prize.
- d. Promote academic pathology and the research activities of pathologists through publication of details of winners of the ACP Research in Pathology prize.
- e. Promote pathology journalism through the publication of details of the ACP Journalism in Pathology Prize winners. (These are prizes awarded for the best articles published in the *ACP news*.)

4.1.2 Promoting the benefits of membership to members and non-members

- a. Inform the membership of the benefits of membership, including and not limited to:
 - prizes available and awarded;
 - educational and scientific meetings of the Association through adverts for and reviews of meetings;
 - funding awards available and granted to members including travel fund awards and career development awards;
 - Educational content (including, but not limited to, clinical cases, videos of ACP meetings and conferences and access to the Journal of Clinical Pathologists) on the ACP website;

4.1.3 Educating members

- a. Inform members of recent key advances in the practice and management of pathology and pathology education;

- b. Publish articles/materials of interest/educational benefit/entertainment to members of each of the pathology specialties, both subject specific and general interest.

4.1.4 *Promoting pathology to non-members*

- a. Promote pathology to pathologists of the future, by publishing details of Student Research Fund Awards (awards available, made and reports of work undertaken as a result), the activities of medical student pathology societies supported by the Association, and the winners of the Incentive Prize for Junior Doctors.

4.2. *ACP news Editor*

- a. The Editor of *ACP news* is appointed by ACP Council.
- b. Editors of *ACP news* must be members, trainee members, honorary members or extraordinary members of the Association.
- c. The tenure of the Editor lasts for 3 years (12 issues). The tenure may be extended for periods of one year with the consent of both Council and the Editor.
- d. The Communications Committee, under the direction of the outgoing Editor shall recommend successors to Council.
- e. The role of *ACP news* editors is set out in a job description (Appendix 3). The assistant editors sign a contract confirming that they will undertake the role in accordance with the job description.
- f. The role of *ACP news* editor is unpaid.
- g. The *ACP news* editor has a non-voting seat on ACP Council.
- h. The ACP shall send the editor on a training course to help them to develop into the role.
- i. The editor of the *ACP news* has overall responsibility and editorial control over the content and tone of the publication, but shall work closely with members of the ACP Council, the ACP Communications Committee, the Assistant Editors.
- j. The editor of *ACP news* shall liaise with and provide direction to the assistant editors through quarterly teleconferences.
- k. The editor of *ACP news* shall invite contributions for publication, through a combination of direct invitation, via direction to the assistant editor, via the Social media lead, through the website and through the *ACP news* itself.

- l. The *ACP news* editor is directly responsible to ACP Council, who have the right to remove the editor without notice if required.

4.3. *ACP news Assistant Editors*

- a. The assistant editors of *ACP news* are appointed by ACP Council on the recommendation of the editor.
- b. Assistant editors of *ACP news* must be members, trainee members, honorary members or extraordinary members of the Association.
- c. The tenure of assistant editors lasts for 3 years (12 issues). The tenure may be extended for periods of one year with the consent of both Council and the Editor.
- d. The Communications Committee, under the direction of the outgoing Editor shall recommend successors to Council.
- e. The role of *ACP news* assistant editors is to be set out in a job description. The Assistant Editor signs a contract confirming that they will undertake the role in accordance with the job description.
- f. The role of *ACP news* assistant editor is unpaid.
- g. *ACP news* assistant editors are directly responsible to the *ACP news* editor, who has the right to remove the assistant editor without notice if required with the consent of ACP Council
- h. Assistant editors play a vital role in providing copy to the editor for each issue of *ACP news*. To support the editor, and to ensure that the *ACP news* regularly contains copy relevant to each of the pathology specialities, the Association shall appoint assistant editors to each of the following roles (if not already filled) during the tenure of this Communications Strategy.
 - Assistant editor – chemical pathology
 - Assistant editor – forensic pathology
 - Assistant editor – haematology
 - Assistant editor – histopathology
 - Assistant editor - immunology
 - Assistant editor – microbiology
 - Assistant editor – molecular pathology
 - Assistant editor – trainees
- i. The assistant editors set out in 4.3(h) shall be recruited by advertising vacant posts in the *ACP news*, on the ACP website, on the ACP social media feeds and via the ACP specialty committee chairs.

4.4. *Publication frequency and format*

- a. The *ACP news* is published quarterly, as follows:
 - Spring issue – February
 - Summer issue – May
 - Autumn issue – Autumn
 - Winter issue - November
- b. The copy dates for each issue (which provide sufficient time for the publisher to assemble the issue, for proof-reading, printing and mailing) are as follows:
 - Spring – 5th December
 - Summer – 5th March
 - Autumn – 5th June
 - Winter – 5th September
- c. The *ACP news* is provided in A4 printed full colour format. An electronic version of the issue is published on the ACP news within one week of it being mailed to members.
- d. The *ACP news* style guide is published on the ACP Website in PDF format. When a new editor is appointed they shall review and revise the style guide, and publish it in an issue of *ACP news* and update the version on the website.
- e. Themes of forthcoming issues and key articles shall be promoted to the membership via the ACP website and via the ACP social media pages in the month prior to publication.

5.0 **ACP Website**

The ACP website can be found at: www.pathologists.org.uk.

5.1. *Website objectives*

The ACP website is a key means of communicating with the membership. Its objectives align with those of the *ACP news* and can be summarised: as promoting the activities of the Association and its members, promoting the benefits of membership to members and non-members, educating members, and promoting pathology to non-members.

5.2. *Website technical management*

The technical elements of the website are managed by the ACP Communications Committee, under the direction of the ACP Website Technical editor.

5.3. *Website content management*

The content elements of the website are managed by the ACP Communications Committee, under the direction of the ACP Website Content editor.

5.4. *Frequency of updates*

The website's content is frequently and regularly updated, according to the following schedule:

Website content	Frequency of updates
What's new?	Every 3 months, following Council meetings
ACP news	Quarterly, when each issue is published
About us	Annually (for Members directory) and as required
Awards	Annually, in January
Cases	As and when new cases are available
Events and courses	As new courses become available
Journal	As required. Reviewed annually.
Specialty webpages	Annually, following the AGM
Trainees	As required. Reviewed annually.
Videos	After each educational meeting

The Communications Committee will aim towards developing a 'website editorial team' with a view to having weekly blogs, articles and news. This will require a team of people and cannot be the responsibility of one individual, but the Website content editor will have oversight.

5.5. *Public versus members-only area*

The ACP website is divided into a public area and a members-only area. The public area contains information about the Association, the different specialties within pathology, the 'What's new' page, the Awards page and tasters of what is available within the members-only area. The members-only area is located behind a password-wall, and contains all of the information present in the public area. In addition, the members-only area contains access to the *Journal of Clinical Pathology*, access to all of the clinical cases available for educational purposes, and access to all available back-issues of ACP news. These are considered to be benefits of membership.

5.6. *Educational content – clinical cases*

The ACP website provides members with educational content in the form of clinical cases. The section develops iteratively, and the aim is to include cases relevant to members in all pathology specialties. Cases may therefore be based around scanned histopathology slides, text-based descriptions and/or photographs. Content is managed by the ACP technical editor and is reviewed by the ACP content editor.

5.6.1 *New cases*

- a. The website editors cannot provide all of the cases for this section and are not expected to do so. New cases are therefore regularly invited via communications between Council and the Specialty Committees, and directly from the membership on the website, and in *ACP news*. It is intended that each member of a specialty committee will provide at least one new case per year.
- b. The Cases section of the website has the potential to help trainees prepare for Fellowship examinations. Trainee members will be specifically invited to share cases.
- c. To promote the submission of new cases, the Communications Committee will develop a recommendation to Council that an ACP prize be developed for the best clinical case submitted each year.

5.7 *ACP publications – ACP news*

The ACP website will contain an electronic copy of each issue of the *ACP news* within the members-only area.

5.7.1 *Back issues*

- a. The ACP website currently includes all issues dating back to the Winter 2010 issue.
- b. Each new issue of the *ACP news* shall appear on the website when it is published.
- c. During this cycle of the Communications strategy the ACP shall commit to digitising all of the back issues of *ACP news* and publishing them in the members-only area.

5.7.2 *Style guide*

- a. The ACP news style guide can be found at:
www.pathologists.org.uk/file.aspx?id=25
- b. The *ACP news* section of the website includes the *ACP news* style guide, which provides information for contributors to the *ACP news*. Because not all *ACP news* contributors are ACP members, this shall be hosted in the public area of the website. The style guide shall be updated on the website as and when it is updated by the *ACP news* editor.

5.7.3 *Policy on publishing patient information*

- a. The ACP website, ACP news and the ACP's social media shall comply with guidance from the General Medical Council when publishing material relating to patients. The General Medical Council's guidance on this matter can be found at:
http://www.gmc-uk.org/guidance/ethical_guidance/30661.asp

- b. Patients' confidentiality shall be maintained and respected at all times and identifying details shall never be published.
- c. In general, anonymising material is considered sufficient to permit publication, in accordance with the guidance from the General Medical Council.
- d. If it is necessary to use identifiable information about a patient, or it is not practicable to anonymise information, or if the patient may be identified despite anonymisation because their condition is rare, the patient's explicit consent is required before it can be published in any of the Association's media formats. The person submitting the case is responsible for ensuring that the patient is under no pressure to consent. In particular, they should avoid any impression that their care depends on giving consent.
- e. The ACP website content editor and *ACP news* editor shall use their judgement to determine whether consent is required for publication. In the event that they consider that consent is required (because the material falls under section 5.8d), the consent forms utilised by the NHS shall be considered acceptable evidence that consent for publication has been granted by the patient. Cases must not be published in any form where it is not clear that consent has been given and where the patient is (or may be) identifiable. (See: GMC guidance: http://www.gmc-uk.org/guidance/ethical_guidance/7843.asp)

5.8 *ACP Publications – Journal of Clinical Pathology*

Details of the *Journal of Clinical Pathology* are hosted on the Website in both the public and members'-only area.

- a. In the public area of the website, there is a page detailing the scope of the *Journal of Clinical Pathologists*, its Impact Factor, and details of most frequently read articles from the past year. This information is updated by staff on the Journal's editorial team that is passed directly to the ACP office.
- b. In the Members-only area, the tab link to the same information available to the public is present. In addition, there is a link on the member dashboard that takes members to the *Journal*, allowing them to access the journal's content.

5.9 *ACP Committee Meetings and Courses*

The Website offers a means by which members and non-members can find information about forthcoming meetings and courses. These are listed under an "Events and Courses" tab on the homepage.

5.9.1 *Courses.*

- a. Information is provided in the form of a calendar (and there is the option to view all records).
- b. Clicking on an ACP course takes the visitor to a page on the website with details of the course, its programme and registration form.
- c. In addition to advertising ACP courses on the website in this way, the ACP will advertise, if requested, the courses of other Pathology organisations without charge, provided that organisation confirms it is willing to enter into a reciprocal arrangement to advertise the ACP's meetings and courses.
- d. Following the link from the Calendar to a non-ACP course takes the visitor to a page on the ACP website with details of the course and links to the organising body.

5.9.2 *ACP Committee Meetings*

- a. This is currently an empty page in both the public and members-only area.
- b. The ACP Committee Meetings page in the Public area will contain the dates, times and venues of forthcoming meetings of the following ACP Committees:
 - Council
 - Communications Committee
 - Education Committee
 - Finance Committee
 - Speciality subcommittees
 - Trainee members group
- c. The ACP Committee Meetings page in the Members-only area will contain the dates, times and venues of forthcoming meetings of the committees listed in 5.9.2b, above. Contact details (of a member of the ACP office team) will be included so that members can communicate issues they wish to be considered to the committee.
- d. The members-only version of this page will be updated by the ACP Office staff with a 3-bullet-point list of actions agreed at each committee meeting as soon as this is received. This should be within 3 days after the meeting.
- e. The members-only version of this page will contain a repository of minutes of the committee meetings posted on this page, once they have been agreed as an accurate record.

5.10 *ACP Council*

The ACP website informs the public and the membership about the structure, members and activities of Council. This information predominantly appears on the 'About Us' tab on the homepage.

- a. The website contains a list of the members of Council that includes the names of the honorary officers, elected members and other representatives on council, their position within the ACP and their period of office. This list is updated annually after the Annual General Meeting.
- b. The website contains profiles of each of the members of Council. The profile is a short paragraph, written in the third person, that details the council member's professional interests, their reasons for participating in the ACP and the role(s) that they hold within the Association. The profile includes a mugshot-photograph and the Council member's email address. This is updated annually after the Annual Meeting. The Website Content editor writes to each new Council member to request the profile. All Council Members are obliged to provide a profile.

5.11 *ACP Specialty Subcommittees*

Visitors to the Association's website can find information about the activities of the Specialty Subcommittees either by using the 'Specialties' tab on the homepage or by selecting 'Specialty sub committees' from within the About Us tab. At present this creates a redundancy on the website, and this will be addressed during the term of this Strategy, as follows:

- a. The 'Specialty sub committees' tab will be removed from the 'About Us' tab drop down menu on the homepage.
- b. The Website Content Editor will ask the Chair of each specialty sub committee to review the content of their specialty sub committee webpage annually, in the three months following the Annual General Meeting.
- c. Minutes of the Subcommittee meetings will be posted on the ACP Events and Courses page (as per 5.9.2e)

5.12 *Educational content – video presentations*

The Association's website hosts videos of presentations given during its educational meetings, so that members who missed the meeting (or who attended and who want to revise) can still benefit from their educational content.

- a. The Association will aim to record all presentations in all of its educational meetings and post them on the website, in the members-only section.
- b. It is recognised that some speakers may prefer not to be recorded. Recordings will only be made and posted with the speakers' consent.
- c. Meeting organisers will liaise with their speakers in advance of the meeting to determine if any are willing to have their presentations recorded. They will feed this information back to the Communications Committee who will then make a determination as to whether any of that meeting's presentations are to be recorded.
- d. Video presentations will remain on the ACP website for a minimum of one year (unless the speaker withdraws their consent in the interim). Each year, the Communications Committee will review the video content, with reference to website Google Analytics, to determine whether the presentations should remain on the website or be archived.

5.13 *Educational content – CPD accreditation*

At present the website does not offer a means for members to log the time spent using the Clinical Cases or watching the video presentations.

- a. During the course of this Strategy, the Communications Committee will explore with the Royal College of Pathologists whether the educational content of the website can be accredited for CPD points.
- b. During the course of this Strategy, the Communications Committee will explore possibilities to allow members to generate certificates confirming that they have participated in the educational content of the website.

5.14 *Awards and prizes*

- a. The Association provides funding to both members and non-members to support educational and career development, in the form of awards and prizes:
 - ACP Student Research Awards
 - ACP Incentive Prize for Junior Doctors
 - ACP Research Awards for Pathologists in Training
 - ACP Travel Fund awards
 - ACP Career Development Awards
 - ACP Journalism in Pathology Prize
 - ACP Research Reflection Prize

- b. Details of the awards and prizes listed in 5.14a are (or will be) available on the public and members-only areas of the webpage under the Awards tab. The Website Content Editor will liaise with the ACP Education Secretary and *ACP news* Editor on an annual basis to ensure that the information on the website is correct.
- c. Details of award and prize winners will be published in *ACP news*.
- d. The Association provides support to members who wish to apply for a National Clinical Excellence Award. Details for members is posted under the Awards tab, but details of applicants is not posted on the website.
- e. If item 5.6.1c results in the development of a new prize, details of this will be posted by the Website Content Editor under the Awards tab.
- f. The Communications Committee will explore the possibility of making it possible for applicants for Grants/Awards to submit their applications online via the Website.
- g. The winners of grants and awards, the amounts won and the project titles will be published on the Website. When reports are received, links to the relevant issues of *ACP news* will also be included.

5.15 *Promoting the ACP to non-member pathologists*

- a. The website provides an important opportunity to promote the Association to pathologists who are not yet members. In this regard, it contains the following information in the *About us* section:
 - Information on the history of the Association
 - Aims and Vision
 - Benefits of membership
 - Membership subscription rates
 - Regions (allows people to identify members in their region)
- b. The Website Content Editor will review this information each year to ensure that it remains up to date, and will update as necessary if benefits of membership change.

5.16 *Promoting the ACP (and pathology) to the public*

- a. Promoting pathology to the general public is not a core objective of the Association, but nonetheless is tangential to the aims and objectives of the Association.
- b. The website allows the Association to promote both the Association and Pathology to the public. In addition to the

information noted in section 5.15, the following information is provided:

- Lay person's guide to pathology (in 'About us')
- Information about the pathology specialties (in 'Specialties')

5.17 What's new

- a. The 'What's new' page on the public and members-only areas of the website has been used to provide updates on what has changed on the website. It has been updated every 3-4 months by the Website Content Editor.
- b. It is envisaged that as this strategy is enacted, the Association will make more frequent use of email to communicate with its membership. It is evident from the Media Survey (Appendix 2) that not every member currently accesses the website. Therefore, Email shall form the basis of such communications. The Whats New section of the webpage will be updated with the content of these emails. See section 7.0.

6.0 ACP Social Media

The Association of Clinical Pathologists has social media feeds on Facebook and Twitter. To date these have formed only a small part of our communications with members, and communications have been targeted to members and pathologists who are not members, rather than to the general public. It is evident that a social media feed is very popular with some members, and very unpopular with others (Appendix 2). It is also evident that only a small proportion of the Association's membership utilise social media for work-related purposes.

6.1 Social media management

- a. The Association's social media is overseen by the Communications Committee. The Committee, with the aid of Council, will appoint a Social Media Lead, who shall be (or become) a member of the Communications Committee.
- b. The Social Media Lead shall lead on and coordinate messages communicated via social media.
- c. The Social Media Lead may form a team from within the Communications Committee, co-opting members of Council and Specialty Subcommittees as needed, to help craft communications to be delivered by social media.
- d. The Association's social media feeds are run by a company, AV&Data

6.2 *ACP Social media policy*

- a. Social media has potential to be of educational benefit to pathologists, but also has the potential for harm. It is important that those using social media are aware of the ways in which such communications interface with their professional responsibilities.
- b. Recognising 6.2a, the Association has developed guidance on using social media, which is available on the Association's website at: <http://www.pathologists.org.uk/file.aspx?id=668>.
- c. All official ACP social media communications will be posted by AV&Data on the Associations social media feeds.
- d. The ACP social media feed will play a role in linking the other media used by the Association. See section 9.

6.3 *Facebook*

- a. The Association's feed on Facebook is branded with the Association's Crest.
- b. The Association's feed on Facebook is a public group, but visitors are not permitted to make comments on posts.
- c. The Association's feed on Facebook can be found on Facebook under the username: @ACPPathologists
- d. AV&Data will follow other pathology organisations on behalf of the Association on Facebook.
- e. Where posts direct readers to the Association's website, they should direct them to the specific page of relevance, rather than to the home page.
- f. Postings may relate to (but need not be limited to) the following topics:
 - Key outcomes and announcements from Council meetings
 - Key outcomes and announcements from Specialty subcommittees
 - Advertising forthcoming ACP educational meetings
 - Advertising grants/awards/prizes available
 - Advertising the *ACP news*
 - Calling for articles for publication in *ACP news*
 - Advertising interesting articles in *Journal of Clinical Pathology*
 - Advertising videos posted on the website
 - Advertising clinical case series on the website

6.4 *Twitter*

- a. The Association's feed on Twitter is branded with the Association's Crest and includes a link to the Association's webpage.
- b. The Association's feed on Twitter is a public feed.
- c. The Association's feed on Facebook can be found on Facebook under the username: @ACPPathologists
- d. AV&Data will follow other pathology organisations on behalf of the Association on Twitter, and will retweet pathology stories from such organisations, and those flagged @ACP_Pathologist, of general interest as they see fit.
- e. Where posts direct readers to the Association's website, they should direct them to the specific page of relevance, rather than to the home page.
- f. Postings may relate to (but need not be limited to) the topics listed in 6.3f.

6.5 *Frequency of Communications*

- a. It is expected that new posts will appear on the social media feeds not more frequently than once every 2-3 days. These can be written in advance by the Social Media Lead (with help from their team) and submitted to AV&Data every month.
- b. It is expected that at least one new post will be made on the social media feeds each week. However, if there is nothing new to say, it is better to say nothing than to repost existing material.
- c. Posts on one social media platform directing readers to the other social media platform are permitted but should not appear more than once per month.
- d. Once an item has been posted on the social media feeds, it should not be repeated during that month. It may then be repeated on a monthly basis for as long as it remains current. The Social Media Lead will monitor these posts, and advise AV&Data when posts are about to become obsolete.

7.0 **Email**

- a. To date, relatively little use of email has been used by the Association to communicate with the membership. This has been limited to confirmation of bookings on courses, details of membership renewal and the media survey.

- b. It is evident from the media survey (Appendix 2) that many members would welcome more frequent contact from the Association by email. It is important, however, not to bombard members with unwanted communications.
- c. The Chair of the Communications Committee will write by email to all members 4-6 times per year. Initially these emails will be sent in the week following Council meetings (4 times/year) but it is intended that the frequency will rise to 6 times per year by the end of this strategy period.
- d. The email communications will outline activities of the Association, forthcoming meetings, updates to the website, calling for articles for ACP news etc. Possible topics for inclusion in these communications include, but are not limited to:
 - Key outcomes and announcements from Council meetings
 - Key outcomes and announcements from Specialty subcommittees
 - Advertising forthcoming ACP educational meetings
 - Advertising grants/awards/prizes available
 - Advertising the *ACP news*
 - Calling for articles for publication in *ACP news*
 - Advertising interesting articles in *Journal of Clinical Pathology*
 - Advertising videos posted on the website
 - Advertising clinical case series on the website
- e. The contents of the emails will be used to update the What's New section of the ACP website (see 5.17).
- f. The Communications Committee will work to develop targeted emails, so that the emails sent trainees and consultants (in different specialties) are targeted to their likely needs (audience segmentation).

8.0 Journal of Clinical Pathology

The Journal of Clinical Pathology is a monthly leading international journal covering all aspects of pathology. It is the official journal of the Association of Clinical Pathology and is published by the BMJ Publishing Group. The journal is a benefit of membership. The journal is under the independent control of its editor, and is not a vehicle to promote the Association. However, the Association can promote the journal through its media. (See section 9.0)

9.0 Linkage between the Associations media

By bringing together the editors of ACP news and Journal of Clinical Pathology, the Website content and technical editors and the Social media

lead, the Communications Committee provides the forum to allow a coordinated approach to the Association's communications.

- 9.1 *ACP news, Website and Journal of Clinical Pathology on Social media*
- a. The Association will use its Facebook and Twitter feeds to call for articles for publication in ACP news and to announce when new issues of ACP news are due to be published (promoting their content).
 - b. The Association will use Facebook and Twitter to announce when new content is available on the Website (clinical cases, video presentations from meetings, grants and awards, ACP news back issues).
 - c. The Association will use Facebook and Twitter to promote issues of the Journal of Clinical Pathology
- 9.2 *ACP news, J Clin Path and Social media on Website*
- a. The website will contain links to the Association's social media feeds.
 - b. The website will contain a link to the Journal of Clinical Pathology, and contains details of the Journal's impact factor and most-read articles.
 - c. The website will contain all back issues of the *ACP news*. Calls for new articles will be included in the Whats New section of the site.
- 9.3 *J Clin Path, Social media and Website in ACP news*
- a. The *ACP news* will include information that directs the readership to the Association's social media feeds.
 - b. The *ACP news* will regularly advertise the content of the Association's website and how to access it. In particular, the *ACP news* will advertise the educational content of the site, and will call for new Clinical Cases to be submitted.
 - c. The *ACP news* will include links to interesting articles (in the opinion of the ACP news editor) published recently in the *Journal of Clinical Pathology*.

10.0 Evaluating the impact of communications

The Communications Committee will use a variety of tools to monitor the progress of this Communications Strategy.

10.1 Members media survey

The media survey used in 2017 will be repeated on an annual basis to determine the impact of the implementation of the strategy and to inform its ongoing implementation.

10.2 Google Analytics

Google Analytics data will be collected regularly by the Website Technical Editor and presented to the Communications Committee, to inform the committee about how the Website is being utilised.

10.3 Social media analytics (Facebook, Twitter)

The Communications Committee will ask AV&Data to provide regular analytics reports from the social media feeds, so that the reach and impact of the Association's social media can be monitored.

11.0 Policy review date

This policy will be reviewed in 2022, by 01.11.2022.

A1. Appendix 1: Deliberations of the ACP Communications Committee July 2017

The following suggestions for a communication strategy were received from members of the ACP Communications Committee:

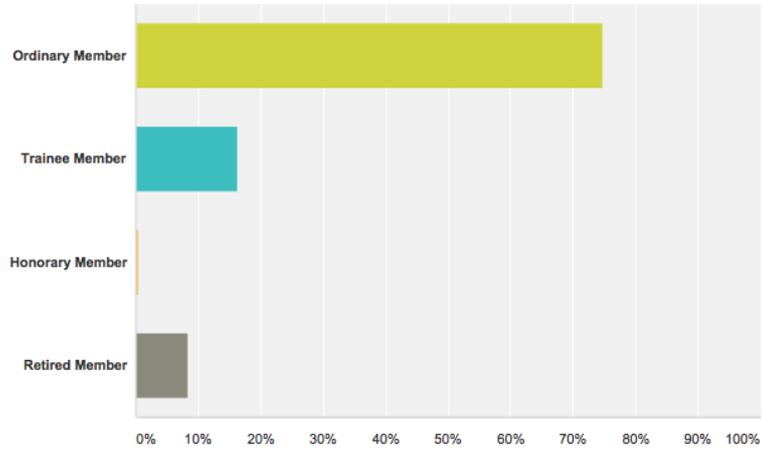
1. More online educational material
2. Developing 'web editorial team' with view to having weekly blogs, articles and news
3. Downloadable handouts from ACP educational meetings (in addition to the videos)
4. Linking feedback forms and certificates online
5. Making application process for awards online
6. Listing on the website all applicants who have been successful in receiving ACP grants and awards and linking with articles
7. Members areas - a list of courses a person has attended (user specific)
8. Should set out objectives (to communicate to ACP members relevant information and to engage with members) and benefits. Summary of current position (stats from recent survey monkey?) and what we are aiming for.
9. Possibly identify different groups for targeting communications, i.e. Trainees, council members etc. - audience segmentation.
10. Needs to state which platforms will be used for communication, i.e. ACP news, email, Twitter, Facebook
11. Possibly give an indication as to the frequency of communications
12. Something about the communications committee and its core members, also who will be responsible for the different areas of communication if necessary.
13. ? Branding guidelines
14. Possibly need a comment regarding patient information if cases are published in ACP news etc.
15. How we are going to achieve the objectives
16. Identify means of evaluating effectiveness of communications, i.e. surveys, Google analytics stats, course attendance

17. Engagement with trainees through social media, the website and ACP News should be encouraged across the different pathology specialties. Trainees from each pathology specialty can gain important knowledge from each other and cross-specialty learning should be encouraged at ACP educational events. Trainees are the future of the profession and the current open and welcoming approach that the ACP use will help to ensure a healthy membership for the future.
18. Communicating and engaging with the general public/schools and colleges/medical students to inspire involvement with the profession should be promoted.
19. Encouraging members to engage with social media (Facebook and Twitter) and contributing to ACP News to highlight important issues related to pathology and supporting the profession. Social media can be utilised as a learning resource through the publication of short cases (pathologists on twitter do this frequently by posting images of cases and asking for suggestions of the diagnosis). Guidance/regulations should be issued to assist ACP members with this but it could be a valuable learning resource and would boost usage of the social media sites.
20. The communications strategy should try and promote molecular pathology as part of the ACP, providing learning resources (courses/online e-learning packages) for both consultants and trainees where appropriate.
21. Encouraging trainees to explore academia and research opportunities in pathology to try and stop the current trend of decline. Engagement with research is fundamental to the progression of the profession and promoting research posts and opportunities via the various ACP communication platforms could help with this. We could introduce a feature in the trainee section of ACP News where trainees can talk about their perspective on research across the specialties, potentially leading to collaborative opportunities.

A2. Appendix 2: Members Media Survey 2017 results

Q1 What is your ACP members status?

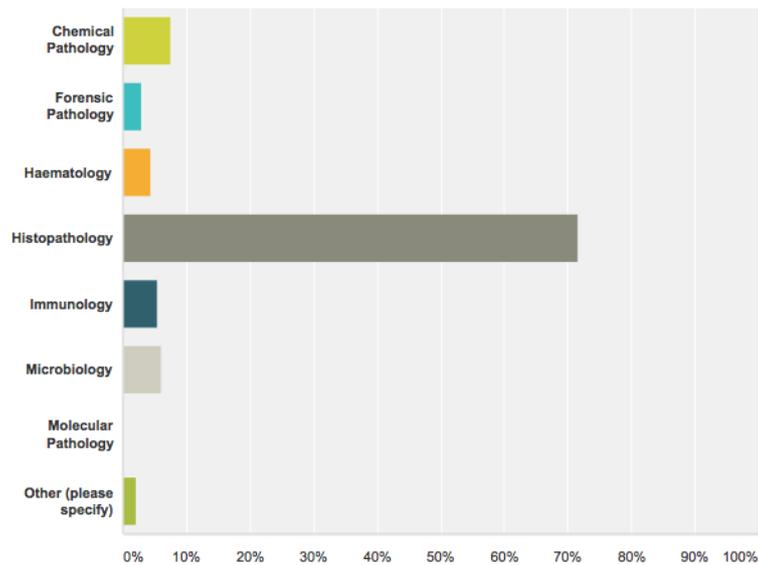
Answered: 202 Skipped: 0



Answer Choices	Responses	Count
Ordinary Member	74.75%	151
Trainee Member	16.34%	33
Honorary Member	0.50%	1
Retired Member	8.42%	17
Total		202

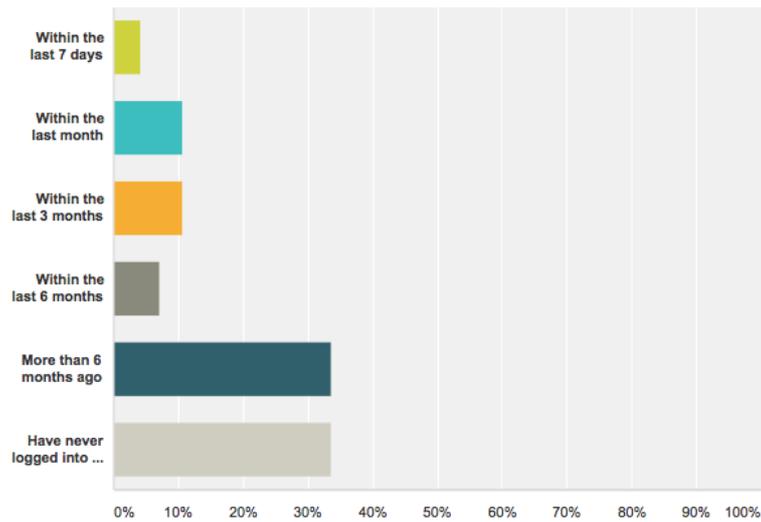
Q2 What is your speciality?

Answered: 201 Skipped: 1



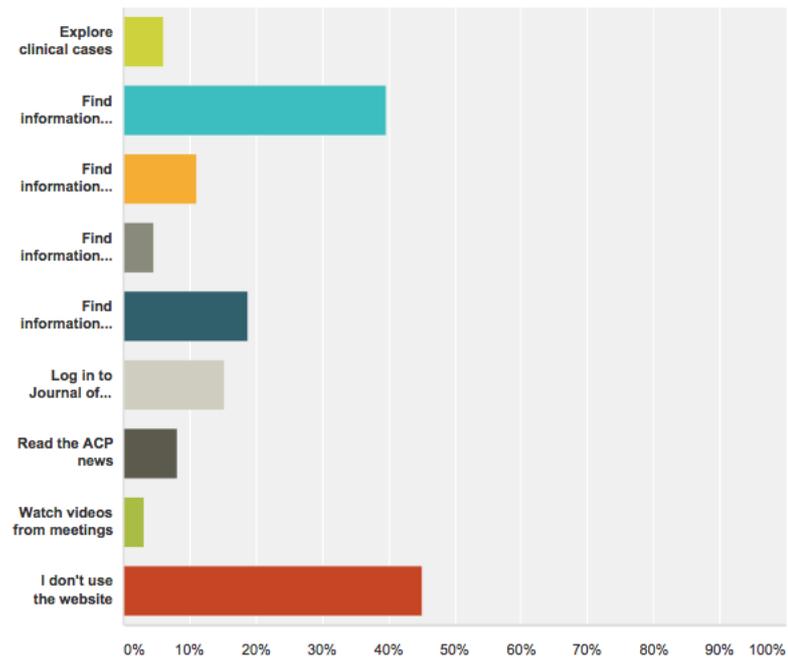
Q3 When did you last log into the members-only area of the website?

Answered: 196 Skipped: 6



Q4 What do you use the ACP website for? (Tick all that apply)

Answered: 197 Skipped: 5



Q5. What would improve the ACP website for you? (69 responders)

Sixty-nine respondents answered this question. Some of these responses were polythematic. The responses have been thematised and grouped under meta-themes:

No change is needed:

- 19 Nothing/Fine as is
- 3 I wouldn't use it whatever the content

Site access and technical issues need resolving:

- 9 If I could remember my log-in details/if log in was easier
- 5 If it loaded faster/faster speed
- 5 If it was easier to use/navigate
- 3 Having easier access to J Clin Path
- 2 Having an app
- 2 Having links to educational material (cases) that work
- 1 If the home page was less cluttered

Requests for more content:

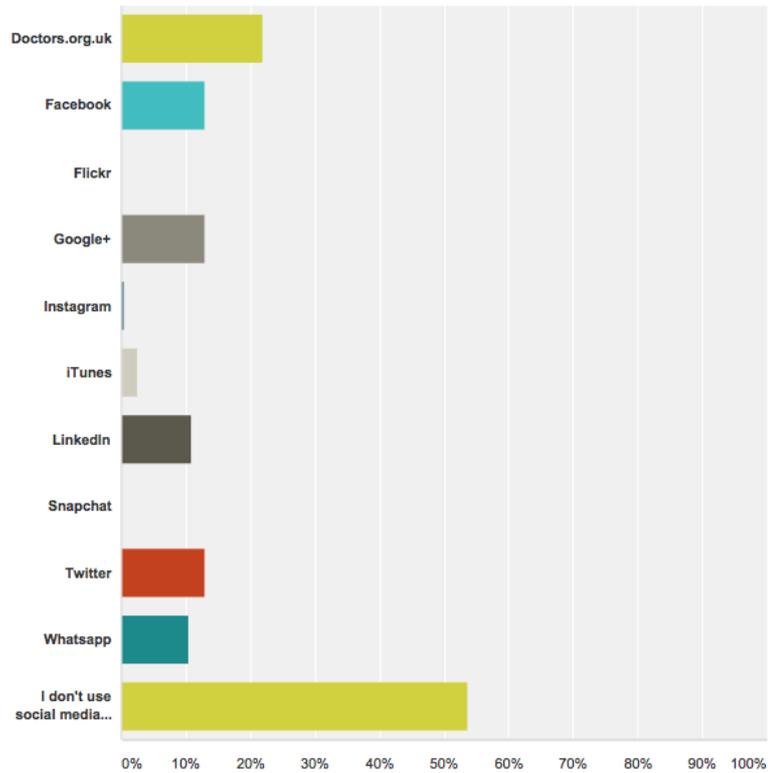
- 2 Having clear information on courses
- 1 Having more clinical cases
- 1 Having more content related to neuropathology
- 1 Having more content related to molecular pathology
- 1 Having slide quizzes
- 1 Having more opportunities to interact – educational forums
- 1 Having CPD tailored online learning with e certificate on completion
- 1 Having information on grants, including deadlines and how to apply
- 1 Having full copies of ACP news which I can print articles from
- 1 Having shared best practice cases, in a standardised format

There is a need to advertise the website more:

- 5 Not applicable/never visited the site
- 3 Knowing it has useful information
- 2 Being aware of the website existed
- 1 Being emailed links to courses/meetings relevant to my interests
- 1 Having links on social media to articles/events that prompt visiting the website
- 1 Having emails re the content
- 1 Having a newsletter

Q6 Which of the following social media platforms do you use for work-related purposes? (Tick all that apply)

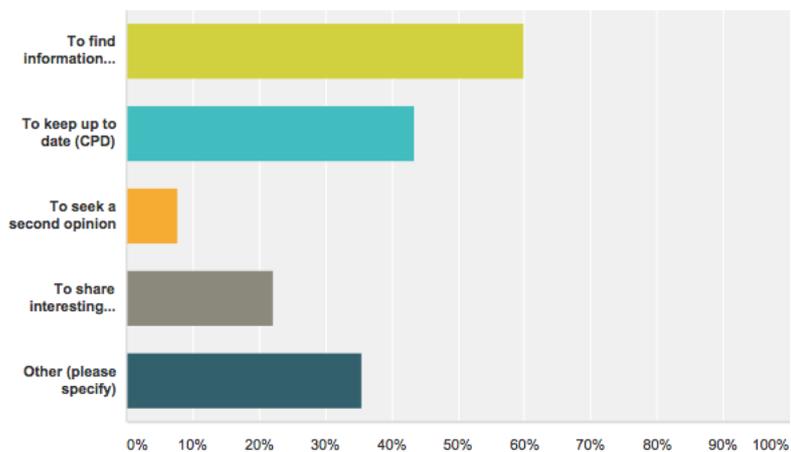
Answered: 201 Skipped: 1



Q7. If you use social media for work-related purposes, what do you use it for?

Q7 if you use social media for work-related purposes, what do you use it for?

Answered: 90 Skipped: 112



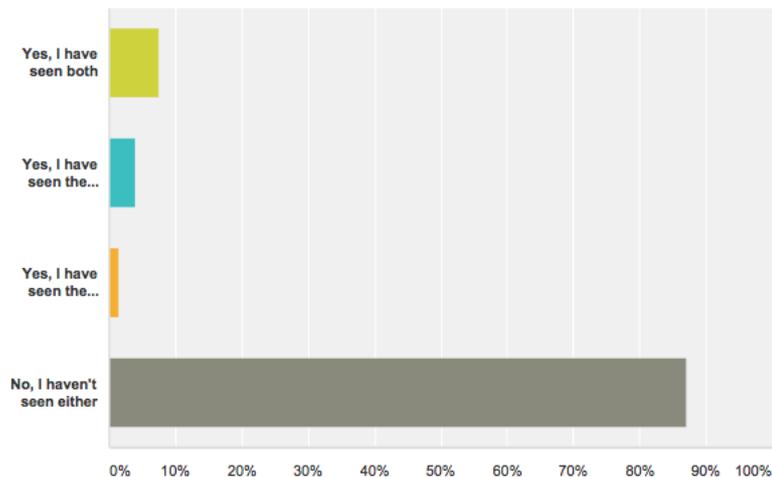
Many applicants answered this question using the pre-offered responses. The free-text responses are summarised as follows:

- 4 To see/share interesting cases
- 3 To access forums
- 3 Networking
- 2 Contacting people quickly, for free
- 2 General information/information gathering
- 2 To advertise meetings/blogs
- 2 To maintain broad interests
- 1 Public awareness issues
- 1 Early information about strategic developments in the NHS
- 1 To read email
- 1 To access PubMed
- 1 To tell other trainees about developments related to the profession
- 1 Gossip
- 1 Coaching
- 1 Course development
- 1 Public engagement
- 1 Recruitment

- 9 Not applicable

Q8 Have you seen the Association's pages on Facebook or Twitter?

Answered: 200 Skipped: 2



Q9. What ACP content would you like to see on social media sites such as Facebook or Twitter? (80 responders)

Don't want any ACP content on social media

- 50 None/Not applicable/Don't use them (several of these responders felt using such platforms is unprofessional)

Want information regarding ACP activities

- 17 Information about forthcoming courses/meetings

Want links to current ACP website content

- 6 Clinical cases
- 3 Links to ACP news articles/previews of articles
- 1 Live feeds from courses/conferences
- 1 Reminders that post-meeting videos are available

Want new content, not currently provided

- 3 News
- 2 Alerts re new NICE guidelines of relevance
- 2 Updates (on what, not specified)
- 1 General pathology in the news
- 1 Quick Twitter surveys
- 1 Interactive case discussion
- 1 Political news commentary, opinion and retweets
- 1 Newsletter

Don't want any changes to what we do now

- 1 Fine as it is

Q10. What do you like about ACP news? (119 respondents)

Informal humourous style

- 34 Informal style/light-hearted content
- 10 The humour and jokes
- 6 Readability
- 2 Quirky articles
- 2 The editors/editorial tone
- 1 Concise/punchy reports
- 1 Welcoming contributions

A wide-ranging content

- 23 Varied content, with a mixture of serious and light-hearted material
- 18 Articles on current topics/relevant and interesting articles
- 8 Information about meetings/conferences (including reviews)
- 8 Lets me know what is going on/keeps me updated
- 8 News
- 2 Curettings
- 2 General interest articles
- 2 History of pathology
- 2 Pathology-related topics
- 2 Relevant audits
- 2 Some good opinion articles
- 2 The columnists
- 2 Travelogues/ Pathological places of interest to visit

- 1 Ability to apply for scholarships/travel grants
- 1 Articles that are not related to pathology
- 1 Book reviews
- 1 Letters
- 1 Lots of contributions by trainees and younger members
- 1 Multi-specialty nature
- 1 Obituaries
- 1 Reports on grants awarded
- 1 The features

The printed format

- 7 Printed format
- 3 The covers
- 2 Lots of photographs

Haven't read it recently

- 2 Haven't read it/don't have time to read it

Q11. What do you dislike about ACP news? (79 respondents)

I don't dislike anything!

- 28 Nothing/not much/not a lot
- 3 Having no time to read it

Don't like the informal style/editorial tone

- 3 Informal/flippant/unprofessional tone
- 2 It is too informal
- 2 Too much chat, not enough real content
- 1 Editorial
- 1 Excess irreverence from younger writers
- 1 Lack of consistency between sections

Don't like the humour

- 5 Rubbish/sexist/racist/irrelevant jokes
- 1 The 'comedy' content

Don't like it when there is no humour

- 6 When there is no light relief (humour, funny pictures, curettings)

Don't like the content

- 5 Travel writing
- 2 Reviews of meetings/courses
- 1 Frivolous opinion pieces
- 1 Lack of immunology content
- 1 Lack of microbiology content
- 1 Non-pathology content

- 1 Not all topics are of interest
- 1 Not enough educational content
- 1 Regional updates don't have much useful information
- 1 Repetition (occasional) from previous issues
- 1 Science articles that do not cross disciplines
- 1 Too histopathology-centric
- 1 Would like an annual index summarising article types
- 1 Would like to see more content from trainees
- 1 Too many articles on managerialism

Don't like the layout/format

- 3 That it is in print rather than electronic
- 2 It is too big
- 2 Too much white space
- 1 Difficult to access electronically on line
- 1 It is too small

Other issues

- 3 Publication frequency/delayed publication

A3: Appendix 3: Job description of the ACP news Editor

Dear XXXX,

**AGREEMENT BETWEEN
The Association of Clinical Pathologists (ACP) and the Editor of *acp News***

We are delighted that you have accepted the position of editor of *acp News*. This letter sets out our understanding regarding your role.

1) Editorial independence and responsibilities

Your duty is to produce the best magazine you can for our members and the ACP will support you.

- i) You agree to abide by the WAME (World Association of Medical Editors) statement on editorial freedom, duties and responsibilities (attached as Appendix 1)
- ii) To seek the advice of the ACP Council and Honorary Officers at any time you deem necessary.
- iii) You should be alert to any article that is potentially defamatory to an individual or organization and it is imperative that you do so. The Honorary Officers of the ACP can, if necessary, authorise legal consultation.

2) Schedule

You are responsible for editing submissions for four issues of *acp News* per year. You are responsible for ensuring that sufficient copy is delivered to the printers on schedule. The schedule for publication is:-

Spring issue to be published at the end of February (copy date 5 December)

Summer issue to be published at the end of May (copy date 5 March)

Autumn issue to be published at the end of August (copy date 5 June)

Winter issue to be published at the end of November (copy date 5 September)

Any changes to the frequency and/or extent of *acp News* shall be made by mutual agreement between the Editor and ACP Council and Honorary Officers.

3) Proofs

The first set of proofs are sent to the professional proof-reader and then to ACP Central Office. The proofs are read in detail by the proof-reader and Central Office staff and then sent on to you for checking again. The Editor receives a colour PDF file to enable him to check layout and use of colour. The amendments are passed back to the printers by the Editor. A

final set of proofs will be sent to the Editor by the printers and these are checked only by him and signed off.

4) Deputy Editors

You may appoint deputy editors, subject to the agreement of ACP Council.

5) Editorial Support

The *acp News* Editorial Assistant is Ms Jacqui Rush. Ms Rush and the other staff at ACP Central Office are available to offer you support when required. This may take the form of writing to authors, obtaining branch and committee reports, information on new members, preparing the calendar of events, preparing advertising materials for ACP courses and meetings, forwarding on travel reports.

6) Annual Budget

The annual budget is allocated by the ACP. Any deviation from budget must have the agreement of ACP Council and the ACP Honorary Officers.

7) Term

The normal term of office of the Editor of *acp News* is 3 years (12 issues) and new Editors normally take up the post in January.

8) Termination

- i) By you or the ACP, without cause, on 3 months written notice.
- ii) If circumstances arise when an editor is unable to carry out the functions of Editor, he should contact the Honorary Officers to discuss the situation as a matter of urgency.
- iii) If an editor is in default of their agreement, without due reason, to produce *acp News* they will be removed from office.

9) Successor

ACP Council and the Honorary Officers of the Association are responsible for appointing your successor. The Honorary Officers will discuss possible candidates with you 9 – 12 months before the end of your term of office. Your suggestions for a possible successor will be welcome at this time.

10) Remuneration

The role of Editor is an honorary position and the Editor will receive no fee. The ACP will meet reasonable and necessary expenses, including purchase of equipment and consumables, where appropriate.

11) Grant of Rights

Subject to the terms detailed in this Agreement, the Editor as owner of the copyright in the Editor's part of *acp News* hereby assigns to the Publishers (Association of Clinical Pathologists) the entire copyright in the Editor's part of *acp News* and all other rights of a like nature which are or may be

conferred in respect of the Editor's part of *acp News* throughout the world (including for avoidance of doubt all electronic publishing rights) for the full legal term of copyright and all renewals, revivals and extensions thereof. However, upon request by the individual author, copyright may remain with them, subject to agreement by the Editor.

The Editor of *acp News* may also give permission for material to be reprinted elsewhere provided a suitable acknowledgement is given.

12) Warranties

You warrant to us that:

- i) you have the right and power to make this Agreement and that your part in *acp News*, is and will be your own work, and will in no way whatever give rise to a violation of any existing copyright, or a breach of any existing agreement:
- ii) you will use all reasonable skill and care to ensure that *acp News* contains nothing defamatory or libelous and that all statements contained therein purporting to be facts are true; and

13) Insurance cover

The Association of Clinical Pathologists will arrange insurance cover as part of the Trustees Insurance package which will cover the editor of *acp News* in respect of libel actions.

14) Entire Agreement

This Agreement sets forth the entire agreement between the parties at the date hereof and supersedes any previous written or oral agreement between them with respect to the subject matter hereof.

15) Modifications

Any changes to this Agreement will be made in writing and signed by the Editor and the Honorary Officers of the ACP.

Assuming you are in agreement with the points discussed above, please can you sign and date the attached copy and return it to me.

We look forward to working with you as the Editor of *acp News*.

With best wishes,

Yours sincerely,

Dr XXXX
Chairman of Council
Association of Clinical Pathologists