



## FEDERAL DEMONSTRATION PARTNERSHIP

Government – University - Industry Research Roundtable  
The National Academies  
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### **FDP Marketing and Communication Policy**

#### *Purpose*

The purpose of this policy is to provide guidance with regards to the creation and disbursement of FDP marketing and communications materials. This policy provides a centralized location for coordination and approval to ensure all marketing materials and communications are consistent with the FDP's approved brand, [mission](#), and identity.

#### *Scope*

This policy applies to all FDP members communicating on behalf of FDP.

#### *Policy History*

Effective Date: 8-21-2020

Approval: 8-21-2020

#### *Policy*

The FDP's core purpose, per the FDP Phase VII Strategic Plan, is "to streamline the administration of federally sponsored research and foster collaboration to enhance the national research enterprise while maintaining high standards of stewardship and accountability," as opposed to taking a position for advocacy.

All marketing and communications related to FDP and FDP activities, in print and electronic formats, must adhere to FDP communication guidelines. All content owners creating and distributing communications on behalf of the FDP are responsible for ensuring the accuracy and appropriateness of the communications coming from their respective areas. Marketing and communications must align with the FDP's mission and identity, and must not violate standards of behavior and conduct. Users of FDP's communications resources outlined below shall not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the FDP unless appropriately authorized to do so.

Communications made on behalf of the FDP should be in alignment with the FDP's [Operating Guidelines](#).

#### *Related Communication Resources - Guidelines and Procedures (in development)*

- Use of FDP name/logo/letterhead
- Grammar/style guidance
- Social media guidance
- Definitions and process for communication/marketing actions needing approval