

**FDA Staff Manual Guides, Volume I – Organizations and Functions**

**Department of Health and Human Services**

**Food and Drug Administration**

**Human Foods Program**

**Office of Communications, Education and Engagement**

**Division of Web, Visual, and Virtual Communications**

Effective Date: May 13, 2024

**1. Division of Web, Visual, and Virtual Communications (DCRFC).**

- A. Manages the design, maintenance, and evaluation of web communications to support all Human Foods Program (HFP) programs and priorities.
- B. Designs, develops, and manages social media tools to support HFP's external communications.
- C. Researches, analyzes, and consults on best practices for web communication, digital media, visual information, and virtual collaboration platforms to enhance quality and accessibility.
- D. Ensures all online content is compliant with Section 508 of the Disabilities Act by training offices on accessibility guidelines and remediating content before publishing.
- E. Reviews content regularly to help maintain a unified, usable, and relevant online presence for external audiences, and applies Food and Drug Administration's (FDA) web governance standards for archiving.
- F. Provides visual and graphic development expertise to produce a variety of visual and graphic assets to enhance HFP communications and strengthen message delivery.
- G. Leads the planning, operations and research needs related to virtual meetings and events.

## **2. Web Branch (DCRFC1).**

- A. Manages the design, maintenance, and evaluation of web communications to support all HFP programs and priorities. Conducts analysis of effectiveness of HFP web content and usage, to ensure web analytics and other data inform external communications strategies.
- B. Ensures all online content is 508 compliant by training offices on accessibility guidelines and remediating content before publishing.
- C. Conducts annual web content review and management to ensure HFP web content is consistent, accurate, and relevant.
- D. Participates in and coordinates with the FDA Web Council to stay up to date on latest agency web-related requirements and changes.

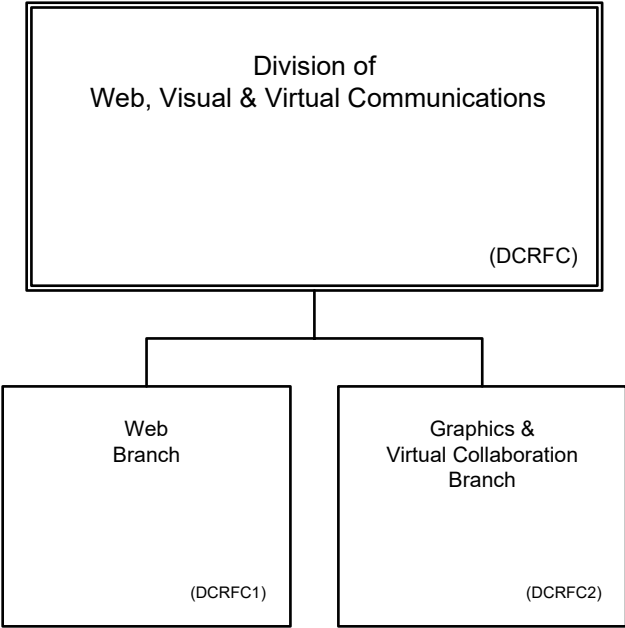
## **3. Graphics and Virtual Collaboration Branch (DCRFC2).**

- A. Designs and develops graphics and related digital and visual media for HFP external communications.
- B. Advises and assists HFP program offices by providing FDA visual identity guidance and requirements.
- C. Acquires and maintains graphic, audio-visual, and virtual collaboration equipment, tools and applications.
- D. Develops and produces video content for use on HFP web pages, social media channels, and other platforms.
- E. Records and edits audio content, such as podcasts or interviews with HFP leadership and subject matter experts, to provide more in-depth information to stakeholders.
- F. Provides technical and logistical support for live, virtual, and hybrid HFP events, such as webinars, public meetings, and other engagements.

## **4. Authority and Effective Date.**

The functional statements for the Division of Web, Visual, and Virtual Communications were approved by the Secretary of Health and Human Services on March 5, 2024, and effective on May 13, 2024.

**Department of Health and Human Services  
Food and Drug Administration  
Human Foods Program  
Office of Communications, Education and Engagement  
Division of Web, Visual and Virtual Communications**



Staff Manual Guide 1231A.63  
Organizations and Functions  
Effective Date: May 13, 2024

The following is the Department of Health and Human Services, Food and Drug Administration, Human Foods Program, Office of Communications, Education and Engagement, Division of Web, Visual and Virtual Communications organization structure depicting all the organizational structures reporting to the Director:

Web Branch (DCRFC1)

Graphics and Virtual Collaboration Branch (DCRFC2))