

SMG 1261.22

**FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATIONS AND
FUNCTIONS**

FOOD AND DRUG ADMINISTRATION

OFFICE OF MEDICAL PRODUCTS AND TOBACCO

CENTER FOR DRUG EVALUATION AND RESEARCH

OFFICE OF COMMUNICATIONS

DIVISION OF ONLINE COMMUNICATIONS

Effective Date: 07/08/2011

1. DIVISION OF ONLINE COMMUNICATIONS (DKKNCB)

- A. Leads the development and maintenance of new and social media tools and e-partnerships to improve outreach to the public
- B. Advises senior staff and tracks emerging new media trends on their usefulness and feasibility
- C. Provides creative graphic design and video production services to ensure consistent CDER branding and messaging
- D. Creates original web content and graphic design to promote public health messages

2. AUTHORITY AND EFFECTIVE DATE

The functional statements for this Division were approved by the Secretary of the Department of Health and Human Services on July 8, 2011.

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Initial	05/11/2006	N/a	OC/OA/ OM/OMP	Acting Commissioner, Food and Drug Administration
Revision	03/02/2010	N/a	OC/OA/ OM/OMP	Commissioner of Food and Drugs

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Revision	07/08/2011	N/a	CDER/OM	Secretary of the Department of Health and Human Services

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Organizations and Functions
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The following is the Food and Drug Administration, Office of Medical Products and Tobacco, Center for Drug Evaluation and Research, Office of Communications, Division of Online Communications organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR