**CSG Communications Working Group**
**Terms of Reference**

The Communications Working Group (CWG) of the IUCN SSC Crocodile Specialist Group (CSG) has been created to implement the action items (see Action Plan) arising from the endorsed Communications Strategy (2025-2029). Some actions are already operational and require little/no input from the CWG (e.g. CSG Newsletter) while other actions will need to be developed and implemented by the CWG.

## Objectives and Actions

*Objective 1.* Redesign CSG website to ensure functionality, improve attractiveness and increase readership.

**Action 1.1:** Establish website committee (WC) to oversee design of "new" website.

**Action 1.2:** Develop Terms of Reference for design of "new" website (e.g. objectives, etc.)

**Action 1.3:** Design "new" website concept including pages, functionality and ability to accept donations. Final design to be approved by the Executive Committee.

**Action 1.4:** Identify individuals to write the content for each page of the website based on their expertise (e.g. Red List Authority, Taxonomy Working Group, etc). WC to edit and provide recommendations on content as required. Final content to be approved by the Executive Committee.

**Action 1.5:** Identify and define scope of works for qualified website developer. Provide three quotes to Executive Committee for endorsement.

**Action 1.6:** Develop a strategy for the launch of the "new" website.

**Timeframe:** 12 months from endorsement of Terms of Reference for "new" website.

*Objective 2.* Develop systems and processes around CSG social media platforms.

**Action 2.1:** Develop a list of Administrator/s, logins and passwords for the "IUCN Crocodile Specialist Group" social media platforms. Identify additional Administrators as required.

**Action 2.2:** Develop Terms of Reference for approved CSG communications on social media platforms.

**Action 2.3:** Propose ways to fundraise through social media platforms to the Executive Committee.

**Timeframe:** 24 months from endorsement of Terms of Reference on CSG communications.

**Governance**

Subject to any direction from the CSG Co-Chairs, the CWG will be Chaired by Venetia Briggs-Gonzalez.

The CWG Chair is able to identify and propose members of the CWG or WC who have demonstrated ability in the areas of website design, content development, social media and fundraising. The CSG Executive Officer will be a member of the CWG and the WC. The CWG Chair will report to the Executive Committee through the Executive Officer.

**Reporting**

The CWG is expected to be reporting to the Executive Committee at least quarterly with an annual review of performance every 12 months.

**Timeframe for Communications Working Group**

It is expected that the CWG will have achieved its current objectives within 24 months from the endorsement of these Terms of Reference. At that time, a review of the CWG will determine if the working group (and sub-groups) has achieved its current objectives, whether more time is required, and whether the scope of the group should be expanded. If the latter, new Terms of Reference may need to be developed.

**Endorsement date: 17th October, 2025**

**Endorsed by: CSG Executive Committee**