Study Group Social Media Policy

# General:

In order to increase consistency and reduce duplication, MASCC social media communications should, in general, be sent by the Communications Specialist through the official MASCC channels. Currently, MASCC policy does not allow for individual study groups to have independent social media channels. However, there are two exceptions:

1. Social media channels which were in existence prior to the creation of this policy
2. Private channels, such as closed Facebook groups, which are only accessible to study group members and cannot be viewed by the general public.

# Guidelines for all Study Group Channels:

The study group leadership must appoint administrators for each account it owns. These individuals should:

* Be appointed for a 2-year term subject to renewal
* Be familiar with the relevant social media network
* Be active members of the study group

Social media account administrators will:

* Monitor posts and/or comments on the channel, ensuring that content is appropriate and no rules are violated
* Promptly remove any posts which:
	+ Are considered likely to disrupt, provoke, attack or offend others. Any libeling of individuals or other organizations will not be tolerated.
	+ Are racist, sexist, abusive towards the LGBTQ community, sexually explicit, abusive or otherwise objectionable
	+ Contain profanity or other language likely to offend
	+ Could break the law or condone or encourage unlawful activity (this includes breach of copyright, defamation and contempt of court)
	+ Are seen to impersonate someone else
	+ Include contact details such as phone numbers, postal or email addresses. Only share personal information via private messages.
	+ Describe or encourage activities which could endanger the safety or well-being of others
	+ Are considered to be 'spam' (posts containing the same message posted multiple times)
	+ Are off-topic for the subject of the study group
	+ Are purely commercial in nature and promote a product or service which does not have MASCC endorsement
* Remove and/or block individuals who repeatedly break the above content posting rules
* Approve new group members (applicable to private discussion groups only)
* Post content and/or begin discussions as needed

# Private Discussion Groups:

Study Groups may, if desired, create a private, members-only discussion group on Facebook or LinkedIn.

The purpose of this type of group is to allow multilateral professional communications related to the topic and activities of the study group, including:

* Discussing new or ongoing study group projects and initiatives
* Suggesting new ideas for the study group
* Discussing relevant news or research related to the study group topic
* Asking questions, troubleshooting, or reaching out for support on issues related to the study group topic
* Networking and building relationships within the study group

## Guidelines for a Private Discussion Group

* Members of the discussion group must be current registered MASCC members and members of that particular study group
* Members wishing to join the discussion group must be approved to join by an administrator of the group
* If a non-MASCC member requests to join, an administrator should message them directly with information on the requirement to be a MASCC member and how to join MASCC. This message should copy any other group administrators to avoid duplication.
* The MASCC Communications Specialist must be included as a member of the group with administrative rights.
* Members of the discussion group who do not renew their MASCC membership (are no longer members) or who engage in misconduct as defined above should be removed from the discussion group by an administrator
* The following group rules should be posted prominently:
1. **Be Kind and Courteous**

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

1. **No Hate Speech or Bullying**

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

1. **Respect Everyone's Privacy**

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.

1. **Members of MASCC**

All Members of this Group must be Members of MASCC. Register or renew your membership at <https://mascc.org/join-mascc/>

# Guidelines for Open Channels Created Prior to September 2022:

* Content posted should be professional in tone and on-topic as per the focus of the study group. Posts could include:
	+ New study group guidelines, publications, workshops, or other activities
	+ Re-sharing research or news on the study group topic of interest
	+ Re-sharing MASCC news or updates
	+ Promoting the study group and encouraging others to join
* Content posted should NOT:
	+ Promote products or services not endorsed by MASCC
	+ Issue personal opinions or guidance not endorsed by MASCC
	+ Make members-only content (e.g. webinars) available to the general public
* **Account administrators must consult with MASCC BEFORE posting major news or announcements publicly**. This is to ensure that timing is coordinated and everyone involved has been formally notified before the announcement is made public. This includes:
	+ Winners of any awards or scholarships
	+ New guidelines or tools created by the study group
	+ New leadership of the study group
	+ Content pertaining to any sponsored activities (e.g. webinars) to ensure compliance with sponsorship agreements
* Account administrators may tag MASCC in any posts they wish to be re-shared through the official MASCC account