Social Media Fact Sheet and Member Guidelines
Updated Fall 2019

Social Media Platforms
NCRA members are encouraged to join NCRA’s social media outlets to seek information, share best practices, research topics, and monitor critical issues facing the cancer registry industry. NCRA’s social media outlets include Facebook, LinkedIn, Instagram, and Twitter. Details on how to access these platforms are noted at the end of this document. Members are most active on Facebook, and the association’s Facebook platforms are unique. Here is why:

NCRA has two Facebook pages. There is a Business page and a Member Group page. Most associations have only a Business page. With a Business page, an association posts news and updates, but there is no feature for interaction among members. Members simply “like” the page and receive posts in their personal Facebook newsfeed.

NCRA was an early adopter of Facebook when only personal pages were available. As a result, NCRA’s second Facebook page is a very active Member Group page that functions like your personal Facebook page. There are over 3,225 members or “friends” on this page. As with your personal Facebook page, there are both positive and challenging aspects of it. The best part of the Member Group Facebook page is that it allows for real-time interaction among NCRA members. Challenging aspects include NCRA’s need to monitor the page daily to “accept” friend requests (i.e. member requests) and not all posts are as focused as one would like. But as with your personal Facebook page, you take the good with the bad.

Staff Monitoring of Social Media Platforms
NCRA staff does not actively monitor the social media outlets for inappropriate postings, and does not, on its own, undertake editorial control of postings. However, in the event any inappropriate posting is brought to the NCRA's attention, NCRA will take appropriate action. NCRA reserves the right to delete inappropriate or excessive postings and remove any member/user violating the guidelines.

Social Media Committee
The Social Media Committee was established in 2014. Its purpose is to outline best practices and policies that will guide NCRA as the association prepares education on social media use and participates in social media communities and channels. The committee is charged with identifying social media opportunities within the association’s control. It recommends actions to drive messaging within the cancer registry profession that foster discussion, increase member engagement and utility of the NCRA’s social media networking tools, including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, and YouTube.
In fulfillment of its mission, the Social Media Committee has revised the Social Media Guidelines as follows:

**Updated NCRA Social Media Guidelines**

**General Usage Guidelines**
- Post only messages that meet the **common** needs and interests of NCRA members.
- All communication should be respectful, professional, and “on topic.”
- Messages posted on NCRA’s social media platforms become public record. Corrections can be sent, but they are as public as the original errors, so keep that in mind.
- Avoid writing in all capital letters and use correct grammar and punctuation.
- Avoid personal-opinion posts. For example, political, religious, and fundraising posts are not appropriate for NCRA’s professional Facebook Member Group.
- Personal messages should NOT be posted. Such messages should be sent as a “private message.” Personal is defined as messages intended for a single recipient or messages not intended for the broad cancer registrar community.
- NCRA social media platforms are public. Exercise caution when deciding to provide information, especially personal information. NCRA cannot guarantee the privacy of any information that members provide on these outlets. As a result, one provides information at their own risk. NCRA is not responsible for maintaining the privacy or secrecy of passwords or account information that one has disclosed.

**Abstracting and Reporting Guidelines**
- Abstracting or reporting questions should be directed to a member’s state central cancer registry or the standard-setter’s official Q&A forums. Any answers to such questions would need to be validated in the appropriate manuals. When members post specific case-related questions, they can be in violation of HIPAA. See the 18 Data Points Associated with Protected Health Information under HIPAA provided below.

**Advertising Guidelines**
- NCRA encourages members and their facilities/organizations to post job opportunities to its official Job Bank, which is accessible through the NCRA website. NCRA will delete job postings from the Member Facebook page and will send information on the NCRA Job Bank to the person posting.
- As noted under the “NCRA Staff Monitoring” section, “NCRA reserves the right to delete inappropriate or excessive postings and remove any member/user violating these guidelines.” Note: Exhibitors at NCRA’s Annual Educational Conference are allowed access to this Member Facebook page. Many are members. Some like to post prior to the conference to drive traffic to their booth. Some also post information on user meetings and software updates. This is acceptable. Many state associations advertise state and regional meetings. Using the Member Group page for this activity is fine. Advertising that is unrelated to the advancement of the cancer registry profession is not allowed.

**Miscellaneous Postings Guidelines**
- Surveyor-related questions are inappropriate to post. NCRA understands that registrars are seeking information from the NCRA community, however, these posts are public and may be viewed by surveyors themselves.
18 Data Points Associated with Protected Health Information under HIPAA

The 18 data points associated with Protected Health Information (PHI) under Health Insurance Portability and Accountability Act (HIPAA) are listed below. For additional guidance regarding methods for de-identification of PHI in accordance with the HIPAA privacy rule, go to: www.hhs.gov/hipaa/for-professionals/privacy/special-topics/de-identification/index.html

1. Names
2. All geographic subdivisions smaller than a state, including street address, city, county, precinct, ZIP code, and their equivalent geocodes, except for the initial three digits of the ZIP code if, according to the current publicly available data from the Bureau of the Census
3. All elements of dates (except year) for dates that are directly related to an individual, including birth date, admission date, discharge date, death date, and all ages over 89 and all elements of dates (including year) indicative of such age, except that such ages and elements may be aggregated into a single category of age 90 or older
4. Telephone numbers
5. Vehicle identifiers and serial numbers, including license plate numbers
6. Fax numbers
7. Device identifiers and serial numbers
8. Email addresses
9. Web Universal Resource Locators (URLs)
10. Social security numbers
11. Internet Protocol (IP) addresses
12. Medical record numbers
13. Biometric identifiers, including finger and voice prints
14. Health plan beneficiary numbers
15. Full-face photographs and any comparable images
16. Account numbers
17. Any other unique identifying number, characteristic, or code, except as permitted by paragraph (c) of this section [Paragraph (c) is presented below in the section "Re-identification"]; and
18. Certificate/license numbers

NCRA Social Media Platforms

Facebook
Like NCRA's Business Facebook Page
https://www.facebook.com/NationalCancerRegistrarsAssociation

Join NCRA's Member Group Facebook Page
https://www.facebook.com/groups/44790934291/

LinkedIn
Follow NCRA's on LinkedIn
https://www.linkedin.com/in/ncra-staff-12523423/

Twitter
Follow NCRA's on Twitter
https://twitter.com/NCRAnews