Name: Social Media Committee

GENERAL INFORMATION

Last Reviewed and Approved: August 2014, January 2018

Committee Structure: Social Media Committee Chair, appointed by Board of Directors;

Term of Office: Two Years

Reports: As outlined in standing rules

Committee Members: Must be an NCRA member in good standing. The Social Media Committee Chair and members must be able to access the internet and have (or be willing to open) member accounts on Facebook, LinkedIn, Twitter, or any other medium that could be used to communicate effectively with current and potential members.

POLICIES

Purpose, Composition, and Duties

NCRA shall also use social media as an opportunity to meet the strategic goals of the association in advancing the cancer registry profession by increasing NCRA’s position as a thought-leader with members, industry partners, alliances, and other medical registry professionals. The Social Media Committee will 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 purpose of the Social Media Committee is to identify social media opportunities within the Association’s control. The committee shall recommend 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, LinkedIn, and YouTube.

Individuals who participate in NCRA’s Social Media communities will gain direct access to the distributed wisdom and intelligence of that group and will be able to apply information from the group directly to their own context.

PROCEDURES

I. Committee shall monitor the discussions on NCRA’s social media platforms in order to:

3. Initiate and stimulate activity when discussion activity is low.
4. Regularly review the social media posts for common themes and topics.
5. Identify particular topics that are continually asked as a target for resource development including submitting to NCRA’s Education Committee to address and Advocacy and Technical Practice Directors to be aware of.

II. Social Media Committee Chair shall prepare a quarterly submission for The Connection:

1. Submission content may vary. The purposes of the submission are to encourage participation in the online discussions (promotional) and disseminate discussion/activity synopses (educational).
2. The submission should be emailed to the designated contact at NCRA’s
Executive Office and also to the Social Media’s Board representative by the specified due date.

III. Social Media Committee Chair may prepare for a meeting or presentation at the Annual Conference:
   1. Plan to submit a presentation abstract for NCRA Annual Conference by established due date. If not accepted, the committee may contact NCRA’s Executive Office to confirm need of meeting space.
   2. Meeting content may vary. The meeting purposes are to present discussion synopses and provide a networking opportunity for conference registrants.
   3. If necessary, plan a meeting agenda and conduct a meeting at the NCRA Annual Conference.
   4. If necessary, request appropriate audio/visual requirements for the meeting via NCRA’s Executive Office.

IV. Social Media Committee Chair shall prepare a Board report for all Board of Director meetings to:
   1. Summarize committee activity since the prior Board report.
   2. Include any requests for action in the form of a motion. Examples include suggesting any major changes or requesting clarification or change to any policy.
   3. Include any topic items that were forwarded to the Advocacy and Technical Practice Directors or Education Committee.
   4. The Board report should be sent to the appropriate Board representative by the specified due date.

V. Committee shall work collaboratively with The Connection and NCRW Committees:
   1. Committee chairs for each should hold a joint call to discuss ways to utilize NCRA’s social media platform.
   2. Develop a calendar of topics for Facebook posts
   3. Encourage members to highlight CTRs, especially during NCRW, to emphasize the importance of cancer registrars and the work they do
   4. Promote the Connection through NCRA’s social media platforms

VI. Additionally, the Social Media Committee Chair shall:
   1. Attend the Leadership Orientation at the Annual Conference.
   2. Plan and conduct conference calls, as necessary.
   3. Follow NCRA’s fiscal guidelines.
   4. Act on Presidential Charges, as assigned.
   5. Act on requests by NCRA’s Executive Office for budgetary preparation.
   6. Review the policies and procedures for the Social Media Committee and recommend changes as necessary.
   7. Forward files, manuals, and other appropriate information to the next Social Media Committee Chair serving in this position.
   8. Assist the Program Committee planning the Annual Conference, as requested, and suggest speakers or topics of interest.
   9. Invite submissions to NCRA’s Journal of Registry Management based on discussed topics.