NRG Oncology Social Media Policy

Version 1: June 16, 2014

I. Introduction

NRG’s Social Media Policy is new and evolving. We have tried to direct this policy as broadly as possible initially to address Facebook, Twitter, LinkedIn, Instagram, etc. so that our social media policy covers as many platforms as possible. As these platforms grow, we recognize that we may need to amend them in the future.

NRG Oncology recognizes the importance of communication channels such as social media for engaging our audience (which encompasses patients, patients in trials, investigators, potential patients, relatives, and interested members of the general public) with our membership in a real and meaningful way. We are committed to certain ethical, legal, and regulatory standards unique to our mission. By establishing a presence in social media we seek to responsibly engage with our diverse audiences.

In order to ensure productive communications that are consistent with our mission and commitments, we have put in place the following basic guidelines and disclaimers to help describe how we intend to use social media platforms. We recognize that our approach may be considered simplistic by some at this time, but our goal is to provide participants with unbiased, quality information that can provide stepping stones for more sophisticated information through additional social media channels or more focused scientific channels.

II. Privacy Policy Regarding Social Media

NRG Oncology does not seek any personally identifiable information from anyone. NRG Oncology is not responsible for the privacy of information voluntarily provided by a user in interactive areas. Any participant must think carefully before disclosing any personally identifiable information in any public forum because what you have written may be seen, disclosed to, or collected by third parties and may be used by others in ways we are unable to control or predict, including to contact you for purposes unauthorized by you. If you have any questions or comments regarding this Privacy Policy, please contact: info@nrgoncology.org.

III. Guidelines/Terms of Use

1. Any content related to specific patient needs or general NRG Oncology patient/research operations is considered inappropriate for this communication platform and should instead be directed to the appropriate study or administrative contact for the trial in question.

2. Personal attacks, foul language, disparaging comments, insensitive or inappropriate content for a general audience are prohibited and users who engage in this behavior may be blocked.

IV. Disclaimers

1. Social Media accounts that NRG Oncology follows or is followed by do not indicate an endorsement of the account owners or their products and services

2. No information provided by NRG Oncology is intended to treat a specific patient, and this information is not provided within nor can it be considered the practice of medicine.
3. NRG Oncology may occasionally share information from participants at group meetings. The ideas and opinions expressed by the participants are their own, and do not necessarily reflect the views of NRG Oncology. The mention of any product, service, or therapy should not be construed as an endorsement of the products mentioned. Any information that is shared is solely for informational purposes, and does not constitute medical or legal advice, and is not intended for use in the diagnosis or treatment of individual conditions or as a substitute for consultation with a licensed medical professional.

4. NRG Oncology may provide links or references to other sites as part of its social media engagement for informational and educational purposes. However, NRG Oncology claims no responsibility for the content of such other sites and shall not be liable for any damages or injury arising from that content. Any links to other sites are provided merely as a convenience to the users of the platform.

5. NRG Oncology reserves all rights relating to NRG Oncology social media accounts including, but not limited to, all rights to add, remove, or modify any content or material posted on the account, discontinue the account, accept or reject those who may wish to follow the account, flag content as inappropriate, and respond to any questions or comments addressed to the account.

6. NRG Oncology respects the intellectual property rights of others and expects users to do the same. This includes content that is otherwise embargoed or in compliance with NCI, NCTN and other regulatory authorities.