

Iowa Cancer Consortium Social Media Policy

Approved: 9/27/2023

The Iowa Cancer Consortium (the “Consortium”) hereby adopts and shall comply with this Iowa Cancer Consortium Social Media Policy (this “Policy”) concerning the operation of the Consortium’s official social media accounts and participation in social media by Consortium employees and contractors.

Nondiscrimination Statement

The Consortium uses social networking platforms to connect and interact with different audiences. At this time, we share content on Facebook, LinkedIn, Instagram, and YouTube. Each of these social networking platforms have their own privacy policy.

The Iowa Cancer Consortium believes access to cancer prevention, early-detection/screening, treatment, and quality of life outcomes should not depend on a person’s race, creed, color, religion, employment status, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences.

Purpose of Participation in Social Media

The Iowa Cancer Consortium seeks to advance cancer prevention and control in Iowa through advocacy, equity, and collaboration. The Consortium seeks to disseminate cancer control information through social media channels to connect stakeholders with knowledge, services, and connections to reduce the burden of cancer in Iowa.

Our intent in engaging through social media is to:

- Listen to individuals and organizations concerning cancer control topics and to gain a better understanding of community needs.
- Raise awareness of the Iowa Cancer Plan and associated projects.
- Inform the public about Iowa Cancer Consortium’s services and programs.
- Enhance confidence in the Consortium and its brand value through sincere dialogue with Iowans.
- Amplify the dissemination of evidence-based cancer control information.

Social Media Comment Policy

The Consortium encourages public interaction and communication about the content posted on the organization’s social media accounts. However, this does not imply that the Consortium agrees with or accepts the content, opinions, or views expressed within any public comment. The views, opinions, depicted results, and experiences expressed within user-submitted comments are solely those of the author. They do not necessarily reflect the views of the Iowa Cancer Consortium staff, board of directors, or members.

The Consortium may remove or not approve a comment for any reason, including if it falls into any of the following categories:

- Abusive, vulgar, obscene, racist, threatening, or harassing comments.
- Libel, slander, or personal attacks of any kind, including the use of offensive terms that target specific individuals or groups.

- Spam, including content that promotes products or services or contains gratuitous links (links or references to Consortium member organizations are acceptable).
- Unsupported accusations.
- Comments that suggest or encourage illegal, dangerous, or destructive activity.
- Duplicate posts.
- Off-topic content.
- Political campaigning or lobbying.
- Disclosure of any personal health information.
- Fraudulent, deceptive, or misleading information.

Monitoring Comments

We recognize that the web is a 24/7 medium, and comments are welcome at any time. However, moderating comments should only be expected to occur during regular business hours and therefore some comments that go against our policy may be published without moderation until the following business day.

The Consortium will not modify/edit user comments for accuracy; however, we may report or remove content or commentary containing spam, aggressive promotions, profanity, or otherwise objectionable or prohibited material subject to the various social media platforms Code of Conduct and Terms of Use.

Contact Information:

For additional questions or concerns, contact the Iowa Cancer Consortium at staff@canceriowa.org or (319) 384-1741.