

## **METASTATIC BREAST CANCER ALLIANCE SOCIAL MEDIA GUIDELINES**

The Metastatic Breast Cancer Alliance (“The Alliance”) believes in open communication. Members of the Alliance are encouraged to tell the world about our metastatic breast cancer work and their organization’s role in the Alliance.

However, new social media forums are changing the way we talk to each other, our engaged audiences and our partners. The Alliance has developed social media guidelines for members to help communicate about the role and work of the Alliance.

Alliance members, staff, consultants and volunteers using social media should follow these Guidelines to protect the reputation of the Alliance and the integrity of all our social accounts, whether Alliance sponsored or personal.

NOTE: The Alliance is the only breast cancer coalition in the U.S. focused 100 per cent on metastatic breast cancer. Social media should increase education and awareness specifically of metastatic breast cancer.

Take advantage of the [events listing](#) on the Alliance homepage to share content and to cross-promote each member’s work in metastatic breast cancer. Just remember—when submitting events—that the Alliance does not fundraise from the public, and we ask that you not promote your fundraising activities on the Alliance website.

Share posts from the Alliance’s social media channels: [Facebook](#), [Twitter](#), and [LinkedIn](#).

- Always be respectful of other members’ efforts with metastatic breast cancer. The strength and success of the Alliance is built on cooperation. Criticizing the Alliance’s work, or another member’s work, does not help us advance the cause for metastatic breast cancer.
- Be transparent and state that you are a member of the Alliance. Your honesty will be noted in the Social Media environment. If you are writing about the Alliance or another member, use your real name, identify the organization you work for, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
- Remember that others will associate you with the Alliance when you identify yourself as such. Always be sure your content is consistent with how you want to present yourself to other members.

- Use common sense and common courtesy. Respect the privacy of other members and be sure your efforts to be transparent don't violate the confidentiality of the Alliance or any of its members. If you are unsure if information is publicly available, please consult directly with the parties/member involved or with the Executive Director or Chair of the Alliance.
- You are encouraged to like and share the Alliance's original content, news articles featuring our work together, and highlights from events.
- You are also encouraged to like and share Alliance members' original metastatic breast cancer content, news articles featuring their work, and highlights from their non-fundraising events.
- Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities of the Alliance.
- When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Always try to end the dialogue in a polite manner that reflects well on the Alliance and its members.
- Do not respond or engage with any media requests or media-driven posts. If you notice something that may require an official response, please advise the Executive Director or Chair of the Alliance
- Be smart about protecting yourself, your privacy, and the Alliance's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. The internet has a long memory.