



Electronic Outreach Policy

PURPOSE:

The purpose of this policy is to add clarity to the processes followed by Cancer Connection for outreach through email and the internet.

SCOPE:

This policy applies to the use of email addresses on file with Cancer Connection, and the content available on the organization's website and other social media sites such as Facebook.

Cancer Connection has an obligation to protect the identity of those who apply as clients for programs and attend support groups. However, participants in Cancer Connection public events may appear in the organization's materials and outreach. It is our mission to promote the resources of Cancer Connection and awareness of the organization, in part through electronic media that focuses on the work of Cancer Connection.

PROVISIONS:

1. Cancer Connection will make every attempt to protect the identity and individual information of patients, survivors, family members and others who seek and use the resources of the organization.
2. Cancer Connection will not use the email addresses acquired through its own programs for outreach on behalf of other organizations, programs or events without the consent of the majority of the Board given via an in-person Board meeting, or telephonic or electronic delivery.
3. Efforts will be made to attain permission of persons highlighted as individual speakers or in articles, photographs, or other targeted outreach before use.
4. Participants in public events of Cancer Connection shall have no such expectation of privacy and the organization may publish group photographs from such events.
5. Electronic media such as the Cancer Connection website and Facebook page are intended for the promotion of Cancer Connection activities and programs. It is the policy of Cancer Connection not to promote events or activities that do not financially contribute to, or directly benefit, the mission of Cancer Connection.
6. The Board of Cancer Connection shall have photographs and updated biography information available on its website.

Date Issued	Superseded Version Date	Last Revision Date
04-01-2013		07-07-2014