Slide 1: Title
Social Media Policies & Best Practices

Slide 2: Title
Social Media Policies

Slide 3: Introduction
KINGPOL The office of Social Media Coordinator is part public relations, part moderator, and part town crier. As such, it requires close collaboration with other officers, the populace, and the public at large. Patience and tact are key skills.

The Social Media Coordinator is responsible for maintaining the public face of the Kingdom, Branch, or entity the Social Media Presence represents. Social Media Presence is defined by Society Social Media Policy. Social Media Coordinators help to disseminate useful information, maintain a friendly atmosphere in social media groups, and help create a welcoming space for newcomers.

If there is no Branch Social Media Coordinator, social media duties fall on the office of the Seneschal. If the Media Presence is not for a local group, the Social Media Coordinator reports directly to the Kingdom Social Media Liaison.

Slide 4: Chain of Command
KINGPOL The chain of command within the Kingdom is:

  • Kingdom Seneschal
  • Kingdom Social Media Liaison
  • Branch Seneschal
  • Branch Social Media Coordinator

If there is no Branch Social Media Coordinator, social media duties fall on the office of the Seneschal. If the Media Presence is not for a local group, the Social Media Coordinator reports directly to the Kingdom Social Media Liaison.

Slide 5: Requirements
KINGPOL Social Media Coordinators must meet all requirements of holding office as found in the Governing Documents of the Society. Additionally, Social Media Coordinators must be at least eighteen (18) years of age.

NAMPOL Computer literate, social media savvy, and strong command of written English. Photography skills, photo editing skills, and graphic design are not required, but helpful.

Slide 6: Qualifications
KINGPOL A Social Media Coordinator requires a unique combination of skills. They must have the technical skills to administer and troubleshoot Social Media Presences as well as the interpersonal skills to moderate. Minimum requirements include:

- Experience writing and/or editing content. Spelling, grammar, and voice are important parts of our social media presence.
- Familiarity with the social media platforms the branch utilizes. A solid understanding of Facebook is particularly important.
- Consistent and reliable internet access.
- Patience, tact, and the ability to work with others.
- Familiarity with or willingness to become familiar with the Governing Documents of the Society, Kingdom Law, custom, and Society and Kingdom Social Media Policies.

Slide 7: Adherence to Social Media Policy
KINGPOL Social Media Coordinators are responsible for ensuring that the social media presences they administer conform to the standards set forth by both Society and Kingdom Social Media Policies. Any discrepancies between the Society and Kingdom Social Media Policies will be resolved in favor of the Society Social Media Policy. The Society Social Media Policy can be found at: http://sca.org/docs/pdf/SCASocialMediaPolicy.pdf.

Slide 8: Reporting
KINGPOL The Kingdom Social Media Liaison must submit quarterly reports to the Kingdom Seneschal. Branch Social Media Coordinators report at the discretion of the local Seneschal, not to exceed once per month. If a Social Media Presence is not for a local group, the Social Media Coordinator will report to the Kingdom Social Media Liaison upon request, not to exceed once per month. Reports should include any projects, news or successes, as well as any challenges.

NAMPOL Quarterly Report to Seneschal due 1 Jan, 1 April, 1 July, 1 Oct. Copy to Kingdom Social Media Liaison. # of followers, adverse actions, popular topics.

Slides 9- 10: Official Voice and Communication
KINGPOL Be aware that anything an officer or administrator posts on a Social Media Presence can or may be construed as a policy interpretation or otherwise "official" statement. Please use the following guidelines:

- Be certain to identify when your comments or postings are coming from you personally and not the voice of the Kingdom/Branch. Whenever possible, you need to maintain the perception of neutrality in presences you administer.
- Outward facing presences such as Twitter, Instagram, Pinterest, Periscope and Facebook pages always speak with Official Voice. Keep in mind that anything posted

there will be perceived as if the Kingdom/Branch is speaking. Avoid "I" statements such as "I am looking for article submissions." Use 3rd person statements instead, for example, "The Barony is looking for article submissions."

• Note that administrators of Facebook pages need to be especially careful that they are not posting personal comments as the page. There is a pull down option above the comments tab that will allow you to switch between yourself and your page. Remember anything you post to a page you administer using a mobile platform will be with the voice of your Branch.

• Be professional and courteous at all times, in concert with the Society's ideals of honor and chivalry. The SCA Code of Conduct, found in the Sanctions Guide, applies to SCA forums.

• Respect the needs of discretion and confidentiality with regards to Society matters such as disciplinary measures, personal information, drafts and proposed changes to policies, and any other information that may be sensitive or inappropriate for public discussion.

• Avoid announcing or communicating official policy or statements that have not otherwise been announced or publicized through required official channels (publication for event status, official sanction, changes to Kingdom Law, etc).

• Social media presences should never be used for communication intended for a private audience or limited distribution. Whether by mistake or intent, communications shared through channels that can be used for broad distribution will eventually become broadly distributed.

Slide 11: Approved Platforms
KINGPOL Social media is a rapidly evolving tool, and branches are encouraged to use whichever platforms work best for their group. Be careful not to overextend yourself. The Kingdom Social Media Liaison must be informed of any new branch social media presences. Each branch is encouraged to at least maintain a Facebook group or page. The Kingdom of Ansteorra has official presences here:

> Facebook Group: https://www.facebook.com/groups/78670722996/
> Facebook Page: https://www.facebook.com/AnsteorraSCA/
> Twitter: https://twitter.com/sca_ansteorra
> Pinterest:
> Instagram:
> Kingdom Wiki
> Gazette via Wordpress

Slides 12-14: Outward Facing Pages, Discussion Groups, and Being "Official"
SOCPOL There are particular categories of information which cannot be initially announced through a social media page/outlet, based on requirements present in the Governing Documents and other policies and handbooks. No social media page/outlet may publish content unless that content has already been published in the required SCA venue first. The following

are the most common types of information applicable under this section and is not meant to be exhaustive; in all cases, verify the requirements for publication in the relevant policy.
- Unapproved changes to law, policy, and handbooks
- Initial event publication in a Kingdom Newsletter/Kingdom Website for official status
- Administrative and Royal Sanction
- Official pollings, including branch status change and Baronial succession

Social Media pages/outlets considered Official include Kingdom and Regional Branch Outlets. Social media pages/outlets for unrecognized groups such as households, fan groups and communities are not considered official. While there are many pages, groups, and other outlets, if you conduct the official business in that page/outlet, then it is Official and should be treated as such. Discussion groups often have privacy settings that allow administrators to control how a group's content is. Branches (on Facebook) can choose between "open" or "closed". It is encouraged that groups are set to "closed" and that admins have the ability to approve profiles into the groups. Official SCA social media sites/outlets should never be "secret". Any new official SCA social media sites/outlets for an official group, region or guild must be approved by the Kingdom Social Media Officer.

KINGPOL Official platforms.
- Social Media Presences considered official may include Kingdom, Local Branch, Kingdom or Branch Officers (including the Crown, Coronet, and Landed Nobility), an officially recognized non-branch outward facing group within a Kingdom (such as a guild or polling order), or separately managed entities such as a war or event. Groups with membership limited to members of polling orders and intended for discussion amongst the members of the orders will not be considered official.
- Outward facing presences representing Branches, Officers, Guilds, etc., such as Twitter, Instagram, Pinterest, and Facebook pages, always speak with Official Voice.
- Discussion groups for Branches, Officers, and Guilds, such as Facebook groups, are considered official if they are posting information such as meeting announcements, fighter practice times, event details, or any other materials that could be construed as information from or on behalf of the branch.
- Discussion groups often have privacy settings that allow the administrators to control how public the group's content is. Branches may choose to have their groups be "open" or "closed".
- Please note: no content that is considered inappropriate per Social Media Policy or the Code of Conduct is permissible on any social media presence associated with a Society branch, event, or officer at any time regardless of the level of access.

NAMPOL Official Voice Policy; Signature blocks should include SCA name, Title of Office, and Group Name.

Slide 15: Policy Criteria (Infographic)

<u>Slides 16-17: Required Disclaimers</u>
SOCPOL Event Presences: This (account, page, event) is held and managed by (region name), a branch of the Society for Creative Anachronism, Inc. and is considered the official presence of this group here. Questions regarding its content should be directed to (event steward's email) or to socialmedia@sca.org. Any discrepancies between the electronic version or any information and the printed version that is available from the originating office will be decided in favor of the printed version.

KINGPOL Branch social media presences are required to use two standard disclaimers. One is the Society required social media disclaimer, and the other is a Kingdom required event disclaimer. Any presence that is regulated under this policy must bear one of the following statements in any informational section of the account profile, or in some other persistent identifying area of the account or presence:

> • Branch Presences: This [account, page, event] is held and managed by [branch name], a branch of the Society for Creative Anachronism, Inc. and is considered the official presence of this group here. Questions regarding its content should be directed to [branch seneschal's email] or to socialmedia@sca.org. Any discrepancies between the electronic version of any information and the printed 33 version that is available from the originating office will be decided in favor of the printed version.
> • Officer Presences: This [account, page, event] is held and managed by the [officer title] of [branch] of the Society for Creative Anachronism, Inc. and is considered the official presence of this office here. Questions regarding its content should be directed to [officer's email] or to socialmedia@sca.org. Any discrepancies between the electronic version of any information and the printed version that is available from the originating office will be decided in favor of the printed version.

To provide context if event information is shared by third parties, all events created via social media must include the following disclaimer: "This event is sponsored by the Kingdom of Ansteorra, which is part of the Society for Creative Anachronism. More information can be found on our website here: http://www.ansteorra.org/"

<u>Slide 18: Administrative Permissions</u>
SOCPOL Each official SCA social media site/outlet will have at least two administrators, one of which must be the SMO. It is encouraged that the appropriate Seneschal or Webminister fill that role to accompany the Social Media Officer. Each administrator will have equal administrative control of the official social media site/outlet.

KINGPOL Administrative privileges for all Branch Social Media presences are required to be held by at least two warranted local officers. The Branch Social Media Coordinator and the Branch Seneschal are the recommended offices. The Branch Hospitaler, or Chatelaine, is also suggested as a group moderator. It is recommended that outward facing presences such as Facebook pages are kept to three or four administrators.

NAMPOL In the event that two or more administrators share a household or close familial relationship, additional administrators must be added to prevent control of social media outlets by a single family. Suggestions are Landed Nobility, Chronicler, or Historian.

Slide 19: Content; Slides 20- 21: Content Prohibitions
SOCPOL The SCA encourages creativity and innovation in the use of social media by its entities. certain activities and information are inappropriate to any social media page/outlet. The following material, including but not limited to posted messages, comments, threads of discussion, or media, collectively known as "content," shall not be permitted on any presence associated with the SCA.

- Content that involves modern politics or political subjects, particularly any activity that may be interpreted as an endorsement of a particular political party, candidate for political office, legislation or referendum.
- Content that involves modern religion or religious subjects.
- Content that broadcasts false or misleading information, including content which is intended to disparage, intimidate or negatively impact the reputation of an individual, branch, event, or other group.
- Content that distributes material under current copyright that has not otherwise been authorized for distribution with appropriate attribution.
- Content that involves potentially lewd or offensive material, harassment, hate speech, profanity, or pornography.
- Content that is otherwise disallowed by existing SCA policy, including but not limited to published Society and Kingdom Seneschal, Chronicler, and Webminister policies.
- Any other content that is deemed by the administrators or social media officers of the relevant entity to be inappropriate for the presence according to any guidelines set for participation in that particular presence.

SOCWEBHBK: Even if there is a signed Model Release form on File, an image or photograph which is published electronically must be removed upon the request of anyone in the photo or at the request of the photographer. Section D: 9.f.

KINGPOL Content posted in Branch Groups or on Branch Pages should be relevant to the group and appropriate to the audience. In certain aspects, groups have more flexibility over content. For example, individuals may share their album of event pictures, but pages must assure that the appropriate photo releases have been received. Branch Pages should also avoid anything that gives the appearance of endorsing a vendor or merchant. Pages are always speaking with the voice of the Branch, and anything posted should reflect that.

Creativity and innovation in the use of social media is encouraged. However, certain activities and information are inappropriate to any presence. The following material, including but not limited to posted messages, comments, threads of discussion, or media, collectively known as "content," shall not be permitted on any Branch Presence:

• Content that involves modern politics or political subjects, particularly any activity that may be interpreted as endorsement of a particular political party, candidate for political office, legislation, or referendum.

• Content which is intended to disparage, intimidate, or negatively impact the reputation of an individual, branch, event, or another group.

• Content that reveals information that is considered confidential to SCA, Inc. This includes, but is not limited to, financial information, sanctions, and the content of internal proceedings that are not meant for public distribution.

• Content that distributes material under current copyright that has not otherwise been authorized for distribution with appropriate attribution.

• Content that involves potentially lewd or offensive material.

• Content that is otherwise disallowed by existing SCA policy.

• Participants other than officers or administrators posting in an official presence are presumed to have the legal rights or permissions to the content they post (such as Lord Went-to-an-Event who posted his pictures from the day in the Branch group). The participant is considered solely responsible for said content and held to any applicable laws or terms of use for that platform.

Slide 22: Photos and Releases

KINGPOL Photos make great shareable posts on Social Media and are encouraged! It is the Social Media Coordinator's responsibility to ensure that Society Policy is followed when photos are shared as an official outward facing Branch Presence such as a page. Please note: Individuals may share their own photos without releases. A Release FAQ can be found here: http://sca.org/docs/pdf/ReleaseFormsFAQsWEB.pdf

• Model Releases can be found here: - Regular PDF: http://www.sca.org/docs/pdf/ReleaseModel.pdf - Fillable PDF with Digital Signature: http://www.sca.org/docs/pdf/ReleaseModelFillable.pdf

• Photographer Releases can be found here: - Regular PDF: http://www.sca.org/docs/pdf/ReleasePhotographer.pdf - Fillable PDF with Digital Signature: http://www.sca.org/docs/pdf/ReleasePhotographerFillable.pdf

SOCPOL SCA members and nonmembers may request use of SCA trademarks and service marks. Such requests and approval can be requested to the President addressed to the SCA Corporate Office or via an email that is sent to president@sca.org.

SCA Digital Scribes info: http://socsen.sca.org/social-media/photography-resources/

Slides 23-27: Moderating Presences

SOCPOL All SCA participants taking part in social media interactions shall recognize that such participation is voluntary and proactive and that participation in presences is not required in order to receive official SCA announcements, policies, or materials (but maybe an additional method of receiving and discussing those items).

Accordingly, everyone taking part in an SCA presence shall: Conduct themselves with courtesy,

honesty, and chivalry, as would be done in any personal, face-to-face interactions.

Recognize that behavior or communications deemed to be excessively insulting, belittling, exclusionary, or generally unkind may be removed/unposted at the administrator's discretion and that repeated occurrences may result in removal from the presence by the administrators. Further information on enforcement is found below.

Acknowledge that any behavior or interaction deemed deceptive, hateful, threatening, solicitous, or illegal by the administrators will be cause for immediate removal (without warning) from the social media. All participants in social media outlets have the responsibility to report such communication/behavior to the administrators.

Such behavior/communication found on official SCA social media sites/outlets may be used as grounds for disciplinary action by representatives of the Society, up to and including revocation and denial of membership;

Be responsible in their choice of material to post via SCA social media outlets, and be patient with others who post material on these outlets as well.

Not create any social media presence which purports to represent a branch, officer, or event from whom express permission has not been granted to create said official SCA social media sites/outlets.

The Office of the Social Media, in conjunction with the Seneschal of the responsible branch, shall be responsible for enforcing the Social Media Policy. Failure to follow policies concerning official SCA social media sites/outlets may result in sanctions, removal from office, or prevention from participation in the official SCA social media sites/outlets.

KINGPOL Part of the job of the Social Media Coordinator is to create a welcoming environment both for newcomers and those who have played for years. Social Media is quickly becoming the way that we communicate with each other most frequently. Often, the first contact newcomers have with the Society is through our Social Media Presences. Social Media is a quickly moving forum, and a casual comment can evolve quickly into a flame war. It's important that we keep our Social Media presence friendly. Often, a gentle reminder to remain courteous or on topic is all that is needed. Some helpful guidelines:

- Endeavor, within the bounds of reason, to remain neutral and/or objective on issues presented and discussed through social media.
- Ensure that all material presented through the social media outlet/forum – announcements, photographs, video, downloads, surveys, etc. — is appropriate for the function and audience of the outlet.
- Judiciously remove any material deemed offensive, self-serving, (inappropriately) off topic, discourteous, or otherwise inappropriate, or annoying to the general audience of the media outlet. If a post needs to be removed, document the removed content through use of screenshots or email notifications and privately message the poster to explain why will often avoid future issues.
- Relegate necessary control to another administrator who is capable of being impartial in cases where an administrator's objectivity may be questioned or compromised with

regards to any of the above functions or duties.
• Conduct yourself with courtesy, honesty, and chivalry, as would be done in any personal, face-to-face interactions.

The administrators of a presence may take action to discontinue the ability for an individual to participate in posting or replying to content on said presence, known as moderation, provided that individual has undertaken one or more of the actions listed above. Care must be taken to create an open environment for communication within the limits of civil discourse and moderation must not be undertaken lightly. Such moderation shall not prevent an individual from viewing the content of the presence, except in cases where the platform itself does not allow view without posting privilege. Such moderation shall be given for a specific or indefinite time depending on the severity of the offense, and that moderation may be appealed per guidelines for appeal in Governing Documents. Should a post be removed or an individual be moderated, blocked, banned, or otherwise censured from a Social Media Presence, the Social Media Coordinator must report the incident to their appropriate superior officer within 48 hours.

Slides 28-29: Guild and Group Presences
SOCPOL Social Media pages/outlets considered Official include Kingdom and Regional Branch Outlets. Social media pages/outlets for unrecognized groups such as households, fan groups and communities are not considered official. While there are many pages, groups, and other outlets, if you conduct the official business in that page/outlet, then it is Official and should be treated as such. Discussion groups often have privacy settings that allow administrators to control how a group's content is. Branches (on Facebook) can choose between "open" or "closed". It is encouraged that groups are set to "closed" and that admins have the ability to approve profiles into the groups. Official SCA social media sites/outlets should never be "secret". Any new official SCA social media sites/outlets for an official group, region or guild must be approved by the Kingdom Social Media Officer.

KINGPOL Social media provides a convenient space for interest groups to discuss and share information. Many guilds and groups utilize platforms such as Facebook groups for just that purpose. If your branch guilds, newcomer's group, etc. wishes to create such a group- great! Any social media presence for an official guild or group or uses the Branch/war/Kingdom name needs to be approved by the branch/Kingdom. For a new presence at the branch level, contact your Branch Seneschal and Social Media Officer, for a new Kingdom level presence, contact the Kingdom Social Media Officer. These Facebook groups should follow the same moderation guidelines found in Section G, and the Branch/Kingdom Social Media Officer should have administrative privileges in addition to the appropriate Guild and Branch/Kingdom Officers.

Slides 30-31: Administering Outward Facing Presences
KINGPOL Outward facing social media presences such as Facebook Pages can be valuable tools. They offer a way to publicize activities, highlight memorable events, and share useful content such as tutorials and blogs. Things to keep in mind when posting on pages include:
• Pages always use Official Voice.

• If the general public is allowed to post or comment on the page, those posts should be monitored and moderated. It is perfectly fine to disable posts from the general public on outward facing presences if the platform makes it possible. This requires much less of a time commitment on the part of the administrators.

• They tend to use a more casual friendly tone, but grammar and punctuation are still important.

• Posts share better with an image. If you have an announcement or news to share, keep the text succinct, clear, to the point, and try and include a picture. People scroll quickly through social media feeds, and you want to grab their attention.

• The more people that share or like your post, the bigger its reach (the number of people that see it) will be. Tagging pictures also increases the reach of a post.

• Any photos, articles or art must be attributed to their creator.

• Ideas for content include:
- Photos from local events (in compliance with the photo release policy);
- Announcements from other Officers;
- Posts about SCA period history;
- Posts about the history of the SCA or its branches; and
- Posts with relevant tutorials, how-to's, or SCA projects from the local populace

Slides 32-33: Creating Events

SOCPOL Kingdom Social Media Officers are responsible for providing assistance for other Local Officers in creating and updating events for local group activities, events, and meetings. These event pages are to be created through Official outlets and not third-party presences. These events are encouraged to not be created in groups but on Official Pages. The KSMO and their approved Deputies will create the event and then add the event steward. If the Event Steward does not use social media, the Local Social Media Officer may be added as their proxy. If the Local Presence has a page, it will also be added as a "host". Always go to the Kingdom Event Calendar on their website for the most official reference of the event. For official event pages/outlets, equal administrative control must be given to the individual(s) in charge of the event.

SOCPOLFAQ Social media does not satisfy the requirement of publication per the Governing Documents for an event to be sanctioned by the Society. However, content posted by the event staff and branch officers concerning the event is considered Official Voice and the restrictions on inappropriate content apply to all content posted on an event Page. Any information you distribute on an event Page concerning event activities, meals, staff, changes, etc. should likewise be added to the event website.

KINGPOL Branch Social Media Coordinators are responsible for providing assistance to other Branch Officers in creating and updating events for local branch activities such as fighter practices, and guild meetings. To provide context if event information is shared by third parties, all events created via social media must include the event disclaimer.

<u>Slide 34: Removal from Office</u>
KINGPOL Officers responsible for administering social media accounts are subject to sanctions as outlined in the Governing Documents. The causes for which a Social Media Coordinator may be removed as an administrator or moderator of a Social Media Presence include, but are not limited to:

- Use of objectionable material;
- Use of copyrighted material without permission;
- Removal of content or moderation of participants without just cause;
- Failure to abide by the Social or Kingdom Media Policies;
- Proven inability to reasonably answer correspondence;
- Politicizing the position of administrator; and
- Failure to respect and adhere to the ideals of the Society.