



THE BARONY OF  
**NAMRON**

# Social Media Policy & Best Practices

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# Social Media Policies

# Introduction

## Social Media Coordinator

- Part public relations, part moderator, and part town crier.
- Requires close collaboration with other officers, the populace, and the public at large.
- Patience and tact are key skills.
- Maintains the public face of the entity the Social Media Presence represents, as defined by Society Social Media Policy.
- Disseminates useful information, maintains a friendly atmosphere in social media groups, and helps create a welcoming space for newcomers.

# Chain of Command

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.

# Requirements

- Social Media Coordinators must meet all requirements of holding office as found in the Governing Documents of the Society.
- Social Media Coordinators must be at least eighteen (18) years of age.
- Computer literate, social media savvy, and strong command of written English.
- Photography skills, photo editing skills, and graphic design are not required, but can be helpful.

# Qualifications

Minimum requirements include:

- Technical skills to administer and troubleshoot Social Media Presences
- Interpersonal skills to moderate. Patience, tact, and the ability to work with others.
- 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.
- Familiarity with, or willingness to become familiar with, the Governing Documents of the Society, Kingdom Law, custom, and Society and Kingdom Social Media Policies.

# Adherence to Social Media Policy

- Social Media Coordinators are responsible for ensuring that the social media presences they administer conform to the standards set forth by Society, Kingdom, and Branch Social Media Policies.
- Any discrepancies between the Society and Kingdom or Branch 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>.

# Reporting

- The Kingdom Social Media Liaison must submit quarterly reports to the Kingdom Seneschal.
- The Branch Quarterly Report is due to the Branch Seneschal by Jan. 1, April 1, July 1, and Oct. 1. A copy is sent to the Kingdom Social Media Liaison. (Namron)
- Reports should include any projects, news or successes, as well as any challenges or adverse actions. Other useful information may be number of followers by platform or popular topics.
- 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.



# Official Voice and Communication

- Anything an officer or administrator posts on a Social Media Presence can or may be construed as a policy interpretation or otherwise “official” statement.
- **Be certain to identify when your comments or postings are coming from you personally and not the voice of the Kingdom/Branch.** Remain neutral.
- Use of signature blocks for officer posts is recommended and should include SCA name, Title of Office, and Group Name. (Namron)
- Outward facing presences always speak with Official Voice. Avoid “I” statements. Use 3rd person statements instead, for example, “The Barony is looking for article submissions.”
- Administrators of Facebook Pages need to be especially careful that they are not posting personal comments as the page.

# Official Voice and Communication, cont.

- Be professional and courteous. The SCA Code of Conduct applies to SCA forums.
- Respect the needs of discretion and confidentiality with regards to Society matters:
  - Disciplinary actions
  - Personal information
  - Drafts and proposed changes to policies
  - 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.

# Approved Platforms

Branches are encouraged to use whichever platforms work best for their group. 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](https://twitter.com/sca_ansteorra)

**Pinterest:** In transition

**Instagram:** In transition

**Kingdom Wiki:** <https://historian.ansteorra.org/wiki>

**Gazette via Wordpress:** <http://gazette.ansteorra.org>

# Outward Facing Pages, Groups, and Being “Official”

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:

- 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

# Outward Facing Pages, Groups, and Being “Official,” cont.

Official Social Media Presences may include Kingdom, Local Branch, Kingdom or Branch Officers, 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.
- Social media pages/outlets for unrecognized groups such as households, fan groups and communities are not considered official.
- Any new official SCA social media sites/outlets for an official group, region or guild must be approved by the Kingdom Social Media Officer.
- Outward facing presences representing Branches, Officers, Guilds, etc., such as Twitter, Instagram, Pinterest, and Facebook pages, always speak with Official Voice.

## Outward Facing Pages, Groups, and Being “Official,” cont.

- Discussion 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.
- It is encouraged that Facebook 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”.
- 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.

## Official Voice

Speaks with the voice of an Official SCA Entity

## Personal Voice

Speaks primarily with the voice of participants

### Open Access

All content can be viewed without any subscription or moderator approval

### Closed Access

No content may be viewed without first subscribing to or receiving moderator approval

<p>Official Voice + Open Access Policy Required</p> <p>Examples:</p> <p>Facebook Page: Kingdom of Southrealm Open Facebook Group: Southrealm Crown's Announcements Group Twitter: @SouthrealmSeneschal</p>	<p>Personal Voice + Open Access Policy Recommended<sup>1</sup></p> <p>Examples:</p> <p>Facebook Page: Friends of Southrealm Open Facebook Group: Southrealm Populace<sup>2</sup> Twitter: @UnofficialSouthrealmNews</p>
<p>Official Voice + Closed Access Policy Recommended<sup>1</sup></p> <p>Examples:</p> <p>Closed Facebook Group: Southrealm Populace Closed Facebook Group: Southrealm's Officer Business Group Closed Facebook Group: Southrealm Royal Curia</p>	<p>Personal Voice + Closed Access Policy Not Required</p> <p>Examples:</p> <p>Closed Facebook Group: Southrealm's Card Game Players Discussion Group</p>

- 1 While the Social Media Policy does not directly apply to these situations, the guidelines contained within will encourage responsible communication that follows the spirit of respect and honor in the Society. Therefore, we recommend administrators in those situations consider incorporating as much of the Social Media Policy as is applicable and useful to them and their users for the given presence.
- 2 When an official entity is speaking from the voice of that entity (i.e. if the Kingdom Seneschal posts in an open group for the populace of the kingdom with an official Kingdom Seneschal announcement), the content that specifically purports to come from the official voice is subject to the Social Media Policy and the guidelines for official vs unofficial communication in the Governing Documents.

# Required Disclaimers

**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](mailto: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.”

**Event Pages:** “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/>”



# Required Disclaimers, cont.

**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](mailto: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.”

**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](mailto: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.”

# Administration Permissions

Administrative privileges must be held, with equal control, by at least two warranted local officers.

Required (Namron)

- Social Media Deputy
- Seneschal
- Webminister

Optional (Namron)

- Calendar Events Deputy
- Landed Nobility
- Chronicler
- Historian
- Hospitaler

\*In the event that two or more administrators share a household or close familial relationship, additional administrators should be added to prevent control of social media outlets by a single family.\*

# Content

Creativity and innovation in the use of social media is encouraged.

- Content posted in Branch Groups or on Branch Pages should be relevant to the group and appropriate to the audience.
  - Individuals may share their album of event pictures, but pages must assure that the appropriate photo releases have been received.
- Participants other than officers or administrators are presumed to have the legal rights or permissions to the content they post.
- 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.

# Content Prohibitions

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 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 Prohibitions, cont.

- Content that distributes material under current copyright that has not otherwise been authorized for distribution with appropriate attribution.
- Content, including shares, of personal fundraising or sales of personal items, including GoFundMe or similar posts.
- 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.

# Photos and Releases

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. FAQ can be found at: <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>

SCA members and nonmembers may request use of SCA trademarks and service marks. Such requests and approvals can request to the President addressed to the SCA Corporate Office or via an email that is sent to [president@sca.org](mailto:president@sca.org).

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

# Moderating Presences

Participation is voluntary and not required in order to receive official SCA announcements, policies, or materials. 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.
- 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.**

# Moderating Presences, cont.

- Know that 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.



# Moderating Presences, cont.

- The Social Media Coordinator ensures we create a welcoming environment both for newcomers and those who have played for years.
- Social Media is frequently the way that we communicate with each other most.
- **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 an argument. 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.

# Moderating Presences, cont.

Some helpful guidelines:

- Remain neutral and/or objective on issues presented and discussed.
- Ensure that material is appropriate for the function and audience of the outlet.
- 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. (Facebook Group Rules has a notification option.)
- 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.

# Moderating Presences, cont.

- 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. (Namron-24 hours)

# Guild and Group Presences

If you conduct the official business on a 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".

# Guild and Group Presences, cont.

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 previously discussed, and the Branch/Kingdom Social Media Officer should have administrative privileges in addition to the appropriate Guild and Branch/Kingdom Officers.

# Administering Outward Facing Presences

Things to keep in mind when posting on outward-facing 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.
- Groups tend to use a more casual friendly tone, but grammar and punctuation are still important.

# Administering Outward Facing Presences, cont.

- Posts share better with an image.
- The more people that share or like your post, the bigger its reach will be. Tagging pictures also increases the reach of a post.
- 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
  - Posts with tutorials or SCA projects from the local populace
  - Memes (Namron)

# Creating Events

- 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 as a host. 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.



# Creating Events, cont.

- Social media does not satisfy the requirement of publication per the Governing Documents for an event to be sanctioned by the Society.
- 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.
- 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.
- If event information is shared by third parties, all events created via social media must include the event disclaimer.

# Removal from Office

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.

# Best Practices

# Overview

- Social Media can be a great way to drive engagement and reach a broad audience.
- The key to social media success is providing quality content that is consistent with each platform's style. Event/activity posts should have enough detail that a newcomer understands what is going on.
- Use of appropriate platforms is important. Just because we CAN use a platform, doesn't mean we HAVE to use it. It is better to be consistent on two rather than spotty on six.
- Attribution is not just polite, it's mandatory.

# Twitter

Frequency: Variable

Voice: Brief descriptions, links, images, video shares. Good wit & humor is important on Twitter, as well as social awareness.

Tip: Instagram accounts can be linked to Twitter, and posts made on Instagram will be automatically shared to Twitter.

# Instagram

Frequency: Variable; frequency will increase during event seasons.

Voice: Emojis and Hashtags are the language of Instagram. Use standardized hashtags like #mySCA. Search for, and use, other relevant tags for your post that have strong followings.

Avoid using emojis that have multiple meanings, like peaches and eggplants.

Officers and members of the populace are encouraged to share photos (with appropriate releases) to the Social Media Deputy for use.

# Pinterest

Frequency: Infrequent, usually in bursts.

Boards can be created pertaining to relevant subjects such as, but not limited to: Garb construction, Medieval recipes, armor, SCA Tips, and other historical information.

Voice: Neutral. Be sure to check the pin description for appropriateness. Edit if needed. Try to only pin posts to historically accurate subjects (Example: No fantasy leather armor, unless you're pinning specifically for a technique).

**Encourage officers to submit links to articles relevant to their office.** Tutorials are especially popular on Pinterest.

# Facebook Page

Frequency: Moderate.

Voice: Official Voice posts only.

Events: All Baronial events will be created from the Page and shared to the Group, and/or other groups. Event information should be sent to the Calendar Events Deputy (Namron) at least two weeks prior to the event.

For recurring activities like Marshalate practices, information can be reused, with only notifications of changes required, but a minimum of monthly communication with the Calendar Events Deputy is necessary.

Officers are encouraged to submit links to articles relevant to their office that may be useful or of interest to the general public.



# Facebook Events

Facebook Events can be created for group events, marshalate practices, classes, and other officially sponsored activities.

Submit the title of your event, name(s) of hosts, date(s), time, location, and a description of the event to [events@namron.ansteorra.org](mailto:events@namron.ansteorra.org).

Events will be posted on the Barony of Namron Page, and can be shared to any relevant groups on Facebook.

Events should be submitted as soon as possible; local activities should be submitted at least 7 days in advance. The Calendar Events Deputy may edit content for spelling, grammar, and/or clarity.

# Facebook Group

Frequency: Highly Active

Voice: Official posts shared from outward facing platforms; official posts by SCA representatives; general discussion and questions from newcomers.

Sharing of official events from other groups is encouraged. Please check that it has not been posted within the past week to avoid unnecessary duplication.

Sharing of photos is permitted, per policy. Releases may be required.

When making posts relating to the duties and activities of their office, SCA Officers and their Deputies posting in Barony of Namron official presences should use a signature block that includes: SCA name, Title of Office, and Group Name.

# Facebook Group Rules

## 1. **Mute/Ban Policy**

Violations of group rules or SCA Social Media Policies will result in a 3-day mute, 7-day mute, and finally being banned from the group. Violations can also result in official sanctions, per Society Social Media Policy located at: <https://www.sca.org/resources/document-library/>

## 2. **Be Courteous and Respectful of Other Members**

Remain courteous and respectful of other members at all times. Do not insult, mock, or belittle other members. Respect other members' pronouns.

## 3. **No Hate Speech**

Do not post anything that might constitute hate speech - do not post anything racist, misogynistic, sexist, homophobic, transphobic, etc. If you have questions, please ask an admin BEFORE posting.

## 4. **No Harassment or Bullying**

Do not harass or bully other members, either through posts, comments, or messaging.

## 5. **No Fundraising or Sales**

Do not post links to GoFundMe accounts, fundraising, or sales unless prior approval is received from the group admins. Items for sale may be posted in the Namron Trading Post group.

# Facebook Group Rules, cont.

## 6. **Personal Posts vs. Official Voice**

Official SCA business posts should be indicated as such. We recommend signing them with your SCA Name, Title of Office, and Group Name.

## 7. **Posting and Sharing of Restricted Content**

Verify that you have permission before sharing posts in the group (privacy setting: public). “Content Unavailable” posts will be removed, if content is unable to be verified, regardless of the source.

## 8. **Photo, Video, and Creative Work Sharing**

Officers, Deputy Officers, and other SCA representatives sharing photos or creative works must submit the appropriate releases to [socialmedia@namron.ansteorra.org](mailto:socialmedia@namron.ansteorra.org). Individuals may post their own photos. Even in the presence of a release, photos, videos, and creative works must be immediately removed when requested by a subject of a photo/video, photographer, or artist. Attribute all sources when not automatically included by a sharing option.

## 9. **Memes Welcome**, as long as they comply with the above rules, and all SCA laws and policies.

# Style Guide

**PLEASE** proofread your posts before clicking “send,” especially if you use swype or speech-to-text options on mobile.

**Populace:** the people living in a particular area; in the SCA, refers to the members of a group, kingdom, or society as a whole.

**Event/Demo Names:** Medieval Fair in Norman, Beltane, Protectorate, Axeman

**Group Names:** Canton of Skorragnarðr, Oak Spring

**Officers:** Knight’s **Marshal**, Hospitaler, Baron/Baronowa (Sept. 2019- )

Use full title first and then abbreviations (ex. The Minister of Children announced a class. The MOC activities will be fun.)

# Style Guide, cont.

Preferred special titles and terminology:

**Event/Camp/Land/Feast/Tavern Steward or Coordinator.** “Autocrat” implies an absolute power that is tyrannical in nature. Perfectly fine for internal communication, though.)

**Site Maintenance.** Please avoid “Nastycrat,” “Pottycrat,” etc. as they doesn’t reflect well on us with newcomers.

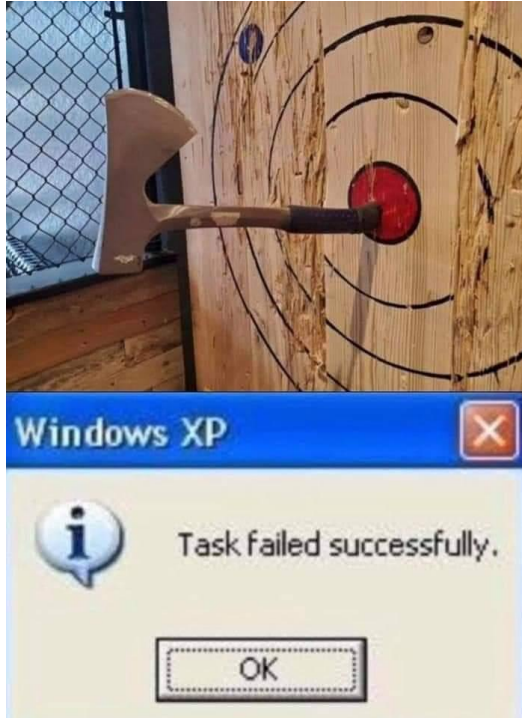
**Modern.** The use of “mundane” as an adjective to describe “non-SCA” subjects is not clear for newcomers. Additionally, referring to prospective members as “Mundanes” is inappropriate.

# Promoting Your Activities

How can you use social media build participation in the activities of your office?

- Send information to the Calendar Deputy regularly
- Share and encourage participation at other events that focus on your area
  - Kingdom A&S
  - Queen's Champion
  - Three Centurions
  - Royal Huntsman
- Share articles that pertain to your office
- Write congratulatory posts when Populace members win championships
- Share relevant memes sparingly

# Driving Engagement with Memes



You don't have to be a Social Media Deputy to use memes to promote your activities!

Remember, posts with images gain more traction.

Examples of memes that could be used to promote Marshalate activities. Be sure to write a line or two about an upcoming activity!



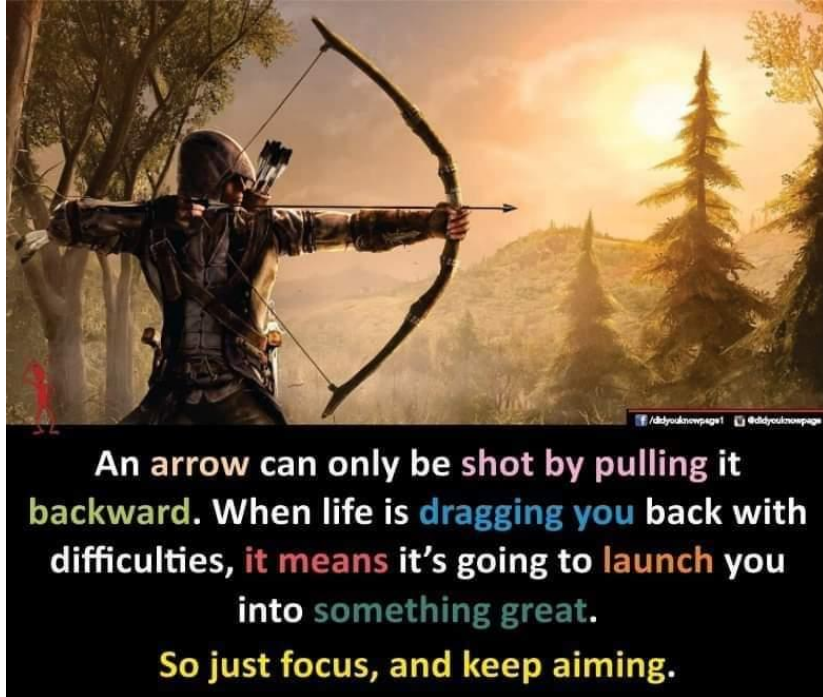


# Driving Engagement with Memes



Example of a meme that could be used to promote the Arts & Sciences (Bardic), or could accompany historical information.

# Driving Engagement with Memes



Occasional positivity memes are a nice change of pace, especially when they are tied to something we do in the SCA.

As with all other memes, be sure they follow Social Media Policy.

# But, I Hate Social Media!

That's okay.

You probably volunteered to be an officer so you could Do a Thing That You Enjoy.  
We thank you for that!

Administrative requirements, maintaining the safety of your participants, and growing your program takes time.

Social media is a proven method of driving engagement, but isn't everyone's area of interest, so we have two officers to help!

# Calendar Events and Social Media Deputies

## Overview:

- Primary administrators of social media platforms used by the Barony of Namron
- Provide expertise on SCA Social Media Policy
- Ensure that events, and other activities are posted accurately and in a timely manner
- Drive social media engagement by the Populace and prospective members
- Track analytics and develop a Social Media Strategy

# Calendar Events Deputy Responsibilities

The Calendar Events Deputy will:

- Seek physical event locations; create and maintain a database
- Post official event announcements to the Email List
- Create and share Facebook Events for practices, classes, activities, and events
  - Officers will be added as hosts. If an activity must be cancelled due to weather, etc., there is an option on each event so that the cancellation is automatically updated.
- Maintain the Barony of Namron website calendar

# Social Media Deputy Responsibilities

The Social Media Deputy will:

- Develop and execute a social media strategy
- Provide primary administration and moderation of social media platforms
- Track and assess social media engagement through analytics
- Post articles and information on outward-facing platforms to attract prospective members
- Provide updates and changes to laws and regulations relating to social media usage in the SCA.

[socialmedia@namron.ansteorra.org](mailto:socialmedia@namron.ansteorra.org)

# Video Classes

Video classes are encouraged, but with some complicated rules.

Permitted:

A video that you record, and you are the only person on camera/microphone.

A video recorded for you with your equipment, and you are the only person on camera/microphone.

No releases are necessary if you post your own video.

# Video Classes, cont.

Not permitted:

Videos with students on screen, such as a live recording of an in-person class.

Livestreams of classes, events, practices, or meetings.

Livestreamed messages and updates are limited to SCA representatives who are authorized for media contact (Landed Nobility, Seneschal, others who have been approved by the Kingdom Media Liaison)