

SOCIAL MEDIA POLICY OF THE SCA

Social Media Policy

The Office of Social Media is responsible for the use of social media on approved platforms to support the goals of the Society for Creative Anachronism, Inc. and to facilitate communication with its participants.

Warrants & Management Roles

Warrants

All Kingdom Social Media Officers (KSMO) will be a warranted deputy under the Kingdom Seneschal. Each KSMO will be responsible for all currently approved social media outlets for their respective Kingdoms.

Meridies - Group officers should be recommended by the group seneschal and approved by the KSMO. The warrant is the same as the Webmin.

Meridies - Those who would like to serve the Kingdom should send a resume to the KSMO and the Kingdom Communications officer. The warrant is the same as the Webmin.

KSMO Role

Each Kingdom will have a Social Media Officer (SMO) and an official online channel. It is encouraged that each local group have a warranted Social Media Officer for their group. 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.

Official SCA social media sites/outlets should be monitored and moderated by the Kingdom and Local Group Social Media Officers and/or Deputies.

Group Social Media Officers must notify their KSMO when they enter or leave office.

Reporting

Kingdom Social Media Officers are required to submit quarterly reports to the Society Social Media Officer by the SCA, Inc. Board of Directors meeting deadline.

Branch/Regional Social Media Officers should submit quarterly reports to the Kingdom Social Media Officer quarterly. Reports should include any projects, news or successes, as well as, any challenges. Reports are due on March 5th, June 5th, Sept 5th, and Dec 5th.

Permissions for Material Previously Released Outside the SCA

For material for which an appropriate release is openly published including Creative Commons and those materials released into the public domain, it is not required to use SCA Release Forms in order to distribute that material through a presence covered by this policy, provided the use thereof does not infringe on the terms of use for the given platform or the terms of the

release.

Account administrators shall follow all guidelines for use in a creative work's release, including attribution and linking, and shall be prepared to honor requests that content be removed when appropriate in accord with the standards set by Society Corpora and Kingdom laws and policies.

Photographs of individuals published only on the Group pages should have the appropriate photographer and model releases on file. These releases should be sent to the Communications officer.

Trademarks and Intellectual Property Within the SCA

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

Restriction on Content

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 site/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; and
- Official pollings, including branch status change and Baronial succession.

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 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 site/outlet according to any guidelines set for participation in that particular site/outlet.

Approved Platforms

Social Media is ever evolving and growing constantly. We have approved platforms that are used for social media. If you wish to pilot a platform that is not listed below, ask your KSMO. The KSMO must be informed and keep a current listing of any/all new groups' social media sites/outlets. Each group is required to maintain an Official Facebook Page. Each group is encouraged to have an Official Facebook group.

Current Official Approved Platforms:

- Facebook
- Twitter
- Instagram
- Google +
- Meetup
- Pinterest

Outward Facing Outlets and being "Official"

Social Media sites/outlets considered Official include Kingdom and Regional Branch Outlets. Social media sites/outlets for unrecognized groups such as households, fan groups and communities are not considered official. While there are many pages, sites, groups and other outlets, if you conduct the official business in that site/outlet, then it is Official and should be treated as such.

Discussion groups often have privacy settings that allow administrators to control how group's content is posted and replied to. 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.

Events and Calendar

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 the kingdom 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

Branch Social Media Officers 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 following disclaimer.

“This event is sponsored by the Kingdom of Meridies, which is part of the Society for Creative Anachronism. More information can be found on our website here: <http://www.kingdom.meridies.org/>”

PLEASE NOTE: Traditionally Kingdom calendared events such as Anniversaries and Yules must be submitted to the Kingdom using the event submission guidelines found in the appendices.

Those events may not be created in a group or on a personal page. The Kingdom Social Media Events Deputy will create the event and add the event steward. If the event steward does not use social media, the Branch Social Media Officer may be added as their proxy. If the Branch has a Page, it will also be added as a host to the event once it has been created by the Kingdom Deputy.

Disclaimers

Official SCA social media sites/outlets are required to use standard disclaimers. There are multiple disclaimers, and it is encouraged that each Official SCA social media sites/outlets use at least one.

Regional Presence Disclaimer: 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 (regional seneschal’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.

Group Presences: This (account, page, event) is held and managed by (Group 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 (group officer’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.

Event Presences: This (account, page, event) is held and managed by (region/branch name), a region/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.

Expectations of Conduct

All SCA participants taking part in social media interactions shall recognize that such participation is voluntary and proactive, and that participation in social media sites/outlets is not required in order to receive official SCA announcements, policies, or materials (but may be an additional method of receiving and discussing those items). Accordingly, everyone taking part in an SCA social media site/outlet 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 page/site/outlet 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 your choice of material to post via SCA social media outlets, and be patient with others who post material on these outlets as well.

Any social media site/outlet 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 are not acceptable.

Enforcement

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.

Children Policy: There should not be photographs of individual children shared on Pages. Groups of children will be allowed with the written permission of parents.