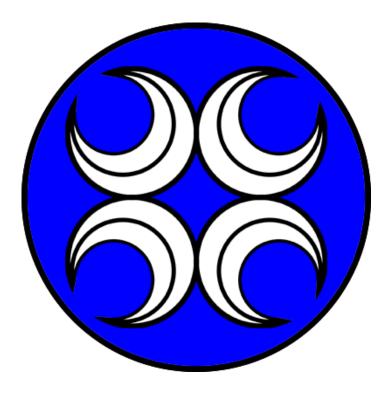# Kingdom of Caid

Social Media Branch Officer Handbook

Compiled by: Mistress Meave Douglass, Kingdom Social Media Officer

with generous use of the Caid Webwright Handbook and the Society Social Media Policy

---------------------------------   ---------------------------------

Athanric, Rex Caidis   **Sigrid, Regina Caidis**

Thomas Blackkeep, Kingdom Seneschal

Table of Contents

Introduction

"The Office of Social Media encourages the enthusiastic but responsible use of social media on a variety of platforms to support the goals of the Society and introduce the Current Middle Ages to new audiences who might like to participate with us." –Society of Creative Anachronism, Social Media Officer Website

This office 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 Officer is responsible for maintaining the public face of their branch, helping to disseminate useful information, maintaining a friendly atmosphere in branch social media groups, and helping to create a welcoming space for newcomers.   Thank you for your willingness to serve!

Section 1: Warranting and Chain of Command

A. Warranting

All Social Media Officers (SMO) and their Deputies act as the recognizing authority for the social media presences to which they are warranted and report on such to the Kingdom Social Media Officer. All Social Media Officers and their Deputies must complete an Agreement to Serve. In addition, all Social Media Officers must be warranted by the Crown and Kingdom Seneschal in order to maintain an official SCA/Caid social media presence. Officers are legal agents of the corporation and should be officially recognized as such. The warrant proves agency and standing in office. If you are an officer of this corporation, acts performed in your official capacity are covered by its insurance, and the SCA has an obligation to indemnify you.

B. Chain of Command

The chain of command within the Kingdom is:
- Kingdom Social Media Officer
  - Branch Social Media Officer (including the official presences for Wars and Guilds)
  - Shire Social Media Officer
    - College Social Media Officer
    - Stronghold Social Media Officer
  - Baronial Social Media Officer
    - Canton Social Media Officer
    - College Social Media Officer
    - Stronghold Social Media Officer

Keep in mind that the branch Social Media Officer is a lesser officer under the Branch Seneschal, and as such should copy the Seneschal on any reports. If the Branch Social Media Officer receives conflicting directions from the Kingdom Social Media Officer and their Branch Seneschal, they should contact the Kingdom Social Media Officer. The Kingdom Social Media Officer and the Branch Seneschal will communicate and come to an agreement.

Section 2: Requirements and Responsibilities for Social Media Officers

A. **Membership**

Social Media Officers are required to be a paid member of the Society for Creative Anachronism, Inc. A copy of the Social Media Officer's proof of membership must be on file with the Kingdom Social Media Officer's office and an updated copy must be submitted whenever membership is updated. If a Social Media Officer's membership lapses during the term of office, that officer's warrant is considered terminated immediately upon expiration of the membership.

B. **Qualifications**

A Social Media Officer requires a unique combination of skills. They must have the technical savvy to administer and troubleshoot their group's social media presences, and 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 Social Media Policy, and adherence to its guidelines.

C. **Deputies**

Social Media Officers may designate deputies to assist with their duties. Deputies can be given assignments and certain authorities; however, the official Social Media Officer remains ultimately responsible for said deputies, their work and their actions. Deputies are also required to hold a current paid membership in the Society for Creative Anachronism, Inc.

D. **Entering and Leaving Office**

A Social Media Officer must notify the Kingdom Social Media Officer when they enter and leave office. The Kingdom Social Media Officer may be reached at: socialmedia@sca-caid.org

E. **Adherence to Social Media Policy**

Social Media Officers are responsible for ensuring that their branch social media presences conform to the standards set forth by the Society Social Media Officer/Policy, the Kingdom Social Media Officer and this document. The Social Media Policy can be found here: http://sca.org/docs/pdf/SCASocialMediaPolicy.pdf

F. **Caidan Social Media Team Facebook Group**
    All Social Media Officers should join the Caidan Social Media Team Facebook group, which can
    be found here: https://www.facebook.com/groups/1406373072955001/ This group is meant as
    a place for social media officers to help each other troubleshoot, ask questions, and where the
    Kingdom Social Media Officer will disseminate information.

G. **Reporting**
    Branch 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.

H. **Official Voice and Communication**
    Be aware that anything an officer or administrator posts on a presence may be construed as a
    policy interpretation or otherwise "official" statement. (In other words, when you post on an
    SCA social media presence, readers may think you are speaking as your office rather than as
    yourself.)

    - Be certain to identify when your comments or postings are coming from you personally
      and not the voice of the branch. Whenever possible you need to maintain the
      perception of neutrality in presences you administer.
    - Outward facing presences such as Twitter, Instagram, Google + Pages, Pintrest, and
      Facebook pages always speak with Official Voice. Keep in mind that anything posted
      there will be perceived as if the Branch is speaking. Try to avoid "I" statements such as
      "I am looking for largesse donations." Use 3rd person statements instead, for example,
      "The Barony is looking for largesse donations."
    - **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. (People
      "Squee!" Branches do not.) At this time, Facebook's mobile apps do not allow you to
      post or comment on your page or any event sponsored by your page except as 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.
    - 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 not appropriate 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. Email discussion groups, Skype conference calls, chat sessions, "wall postings," and other limited group communication methods shall never be considered "secure" or "confidential."

Section 3: Administration Responsibilities

A. **Approved Platforms**

Social media is a rapidly evolving tool, and we encourage you to use whichever platforms work best for your local group. If you wish to pilot a platform not listed as approved, ask the Kingdom Officer. Be careful not to overextend yourself. The Kingdom Officer must be informed of any new branch social media presences. Each branch is encouraged to at least maintain a Facebook group.

The currently approved social media platforms are:

- Facebook
- Twitter
- Google+
- Instagram
- Meetup
- Pintrest

The Kingdom of Caid has presences here:

- Facebook Group: https://www.facebook.com/groups/3533625108/
- Marketplace Group: https://www.facebook.com/groups/369163699883197/
- Facebook Page: https://www.facebook.com/KingdomofCaid
- Instagram : https://instagram.com/scakingdomofcaid/
- Twitter: https://twitter.com/scacaid

B. **Outward Facing Pages, Discussion Groups and being "Official"**
- Presences considered official include Kingdoms, Local Branches, Kingdom or Branch Officers (including Crowns, Coronets, and Territorial Baronages), an officially recognized non-Branch group within a Kingdom (such as a guild or polling order), or separately managed entities such as a war.   Presences for unrecognized groups such as households are not considered official.
- Outward facing presences representing Branches, Officers, or Branch Groups and Guilds such as Twitter, Instagram, Google + Pages, Pintrest, and Facebook pages always speak with Official Voice.
- Discussion groups for Branches, Officers, or Branch Groups and Guilds such as Facebook groups or Google + chats 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 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". The Caidan Social Media Office's recommended setting is "closed". Official presences should never be "secret".
- *Please note: no content that is considered inappropriate per the social media policy is permissible on any social media presence associated with a Society branch, event, or officer at any time regardless of the level of access.*

C. Required Disclaimers

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 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 Caid, which is part of the Society for Creative Anachronism. More information can be found on our website here: http://www.sca-caid.org/"

D. Administrative Permissions

Administrative privileges for all Branch Social Media presences are required to be held by at least two warranted local officers and the Kingdom Social Media Officer. The Branch Social Media Officer and the Branch Seneschal are the recommended offices. Often all officers are

granted administrative privileges for presences such as Facebook groups. The chatelaine is highly recommended as a group moderator. It is recommended that outward facing presences such as Facebook pages are kept to three or four administrators.

E. **Content**

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 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, 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.

F. **Photos and Releases**

Photos make wonderfully shareable posts on Social Media and are encouraged! It is the Social Media Officer'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. Releases should be sent to the Kingdom Social Media Officer

so they can be recorded. Branch Social Media Officers will be provided a list of the populace with perpetual waivers in the files section of the Caidan Social Media Team Facebook Group. 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

G. **Moderating Presences**
Part of the job of the Social Media Officer 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, privately messaging 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 themselves 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 as reason for sanction. 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.

H. **Guild and Group Presences**

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.

I. **Administering Outward Facing Presences**

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 with relevant tutorials, how-to's, or SCA projects from the local populace

J. 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. (See also Section 3B, Required Disclaimers):

"This event is sponsored by the Kingdom of Caid, which is part of the Society for Creative Anachronism. More information can be found on our website here: http://www.sca-caid.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.

The Kingdom Facebook Page allows individuals to subscribe to the page's event feed. The events calendar can be found here: https://www.facebook.com/KingdomofCaid/events

K. Removal from Office

Officers responsible for administering social media accounts are subject to the sanctions outlined in the Governing Documents. Should the circumstances for removal merit further sanction, it shall be taken in accordance with the relevant governing documents, handbooks, and/or law. The causes for which the Society Seneschal may seek the removal of an administrator include, but are not limited to:
- Use of objectionable material
- Use of copyrighted material without permission
- Failure to abide by the policies in this document or the Social Media Policy
- Use of the presence to promote factionalism within a Kingdom
- Proven inability to answer correspondence, either from the corporate level or from within the Kingdom
- Politicizing the position of administrator
- Failure to respect and adhere to the ideals of the Society