

Social Media Deputy Reference Guide
Barony of Namron
Frú Kolfinna Egilsdóttir, April 20, 2020

Congratulations on your selection as the Social Media Deputy for the Barony of Namron, and thank you for volunteering to serve our Populace! As a new officer, there are quite a few administrative tasks to become familiar with. This document should help you get started, and keep you on track throughout your term of office. Please send any suggestions for improvement of this document to the local Seneschal so we can maintain a useful resource for our Social Media Deputies.

This list may seem daunting at first, but most actions will quickly become second nature, or may need to be completed only once, or infrequently. Several of the items are specific to our barony only. If you need assistance or accommodations to complete the duties of your office, please notify the Seneschal. This document should serve as a starting point for a new appointee as the Social Media Deputy, but is not implied to be inclusive of all possible responsibilities.

Legal

1. The SCA has a zero tolerance policy regarding harassment and bullying. The policy can be read at: <http://socsen.sca.org/the-sca-harrasment-and-bullying-policy/>.
2. You are ultimately responsible for ensuring that you are listed on the Kingdom Warrant Roster, and maintaining current authorizations and paid membership status for the duration of your term in office. More details are found below.

General Administration

1. You are responsible for knowing the laws, rules, and policies that apply to your position! Read the following documents. Make sure you are using the most current version. It is strongly recommended that you attend Social Media Deputy Meetings at Round Table at least once per year to get policy updates and interpretation information.
 - a. Barony of Namron [Social Media Policy & Best Practices](#) available on the Barony of Namron website.
 - b. Kingdom of Ansteorra Seneschal Handbook, Appendix C: Social Media Policy: http://seneschal.ansteorra.org/forms/Ansteorra_Seneschal_Handbook_October%202019.pdf
 - c. SCA Social Media Policy: http://socsen.scaserver.com/wp-content/uploads/2019/11/SocialMediaPolicy_V7_2019.pdf
 - d. Read the Black Star regularly. You can access a digital version by logging into your membership account at sca.org.
2. Obtain contact information for the following officers.
 - a. Local Seneschal

- b. Kingdom Social Media Officer
3. Join the “Whooshy Officers” Facebook Group at <https://www.facebook.com/groups/3271523382876147/>. This group is used for report reminders, discussion, and updates between meetings. Monthly Business Meeting topics and training will also be announced in this group and by email.
4. Make sure you are added to the Namron Officers and Deputies chat on Facebook Messenger. We use this for quick questions, updates, etc. Extended discussions of official business will be moved to meetings or email, but you can get a lot of basic questions answered quickly in the chat.
5. Your official email account is an important tool for communicating with other Baronial officers, regional and kingdom officers, and members of the populace. Obtain a temporary email password from the Seneschal. Log in to your official email account and change the password. You should respond to emails within 24 hours.
 - a. Make sure there is no password recovery phone number listed. Recovery email should be seneschal@namron.ansteorra.org.
 - b. DO NOT DELETE all emails! Please read [Gmail and Google Suites for Officers](#) on the Barony of Namron website.
 - c. Use Google Calendar to set reminders for report and waiver submissions (listed below), and meeting schedules. Make sure you are setting them on the correct account!
6. View and familiarize yourself with the report forms that you will use before you have a looming deadline.
 - a. All reports must be sent from the official email account.
 - b. Reporting deadlines for your office:
 - i. Quarterly Reports are due by the last day of the following months: February, May, August, November, and should consist of updates and an overview of Social Media strategy, platform management, and analytics for the quarter. Submit by email to seneschal@namron.ansteorra.org and social-media@seneschal.ansteorra.org
7. Send the following information to the Kingdom Social Media Officer at social-media@seneschal.ansteorra.org from your official email:
 - a. SCA name
 - b. Modern name
 - c. Membership# and expiration
8. Send the following information to the local Seneschal at seneschal@namron.ansteorra.org from your official email:
 - a. SCA name and title
 - b. Modern name
 - c. Membership# and expiration
 - d. Phone number
9. Attend the Round Table Social Media Deputies or All Seneschals Meeting. Be sure to sign in!

10. Obtain log-in information for all social media platforms from the outgoing Social Media Deputy within 30 days.
11. Obtain any physical paperwork and miscellaneous equipment from the outgoing Social Media Deputy within 30 days.
12. Submit purchase requests to the Financial Committee for review at finance@namron.ansteorra.org. All approved purchase receipts will be submitted to the Treasurer.
13. Prepare and submit annual budget information as requested by the Treasurer. This typically occurs each November.

Key Responsibilities

1. Develop and execute a Social Media strategy to promote the activities of the Barony of Namron.
2. Track and evaluate Social Media platform analytics; apply findings to Social Media strategy.
3. Create, share, or solicit content appropriate to each platform.
4. Coordinate with the Calendar Events Deputy to ensure that all required disclaimers are included in events, and that event posts adhere to Social Media policies.
5. Provide subject matter expertise to baronial officers.
6. Moderate all baronial Social Media platforms.

Additional Responsibilities

1. Share announcements about Social Media policy on the Namron Email List at namron@lists.ansteorra.org and on the Facebook group at <https://www.facebook.com/groups/namron/>.
2. All public posts relating to your office on Facebook and the Namron Email List should indicate that they are official business. It is recommended to use a signature block that includes your SCA name and specifies that you are the Social Media Deputy in some way. Consult with the Seneschal if needed.
3. Attend the Barony of Namron Populace Meeting each month and present a report on the activities of your office. If you are unable to attend, please contact Their Excellencies at baron@namron.ansteorra.org and baroness@namron.ansteorra.org with your information so it can still be shared with the Populace.
 - a. You may have a Deputy attend and present on your behalf.
4. Attend the Barony of Namron Business Meeting each month for additional training and discussion of baronial business. If you are unable to attend, please contact the Seneschal at seneschal@namron.ansteorra.org so that any business relating to your office can be addressed, and to make arrangements for an alternate training time.
5. Submit a written missive to the Chronicler at chronicler@namron.ansteorra.org each month. Potential topics include details on the activities of your office, changes that affect

participants, photographs or original artwork with proper release forms, or other things that you think will be useful or interesting to the Populace.

6. Recommend both adult and youth members of the Populace for Baronial or Kingdom awards!
 - a. Recommend Baronial awards by emailing the Landed Nobility at: baron@namron.ansteorra.org and baroness@namron.ansteorra.org
 - b. Recommend Kingdom awards by following the instructions at: <https://ansteorra.org/awards/>

How to Resign

The initial warrant of your position is six months, extendable in six-month increments up to two years. Depending on when you take office, the two-year limit may be slightly reduced or extended to align with the Round Table schedule. Check with the Seneschal for details. If you would like to remain in your position longer than two years, contact Their Excellencies to initiate the approval process.

If a personal situation arises that necessitates your immediate resignation, the Seneschal will assume the duties of your office until the position is filled by the standard application process.

If you are nearing the end of your term, and are ready to step down, we request 60 days notice so we can offer an appropriate application and selection period.

If at any time, you decide that the time is right to resign, please do so. This is a strictly volunteer position, but can occasionally be stressful and time-consuming, and your personal life and enjoyment of the SCA is important.

Thank you again for your service to The Dream!