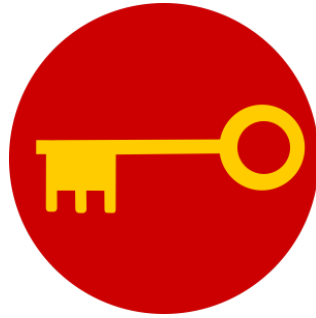


# Kingdom of Ansteorra



## Social Media Policy

Approved April 20, 2022  
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Kolfinna Egilsdóttir, Kingdom Social Media Officer

## 1. Chain of Command

- a. Kingdom Seneschal
- b. Kingdom Social Media Officer (KSMO)
- c. Regional/Principality Seneschal
- d. Branch Seneschal
- e. Branch Social Media Officer (SMO)
- f. If there is no branch SMO, the duties fall on the office of the branch Seneschal. If the social media presence is not for a local group, (i.e. the College of Heraldry), the SMO reports directly to the KSMO.

## 2. Requirements and Responsibilities

- a. Requirements
  - i. SMOs must meet all requirements of holding office as found in the Governing Documents of the Society. Additionally, SMOs must be at least eighteen (18) years of age. It is required that anyone filling the role of SMO have their own personal Facebook profile.
  - ii. Must read the Governing Documents of the Society, [SCA Social Media Policy](#), [SCA Social Media Handbook](#), [Kingdom Law](#), and [Kingdom Seneschal handbook](#) to hold office as SMO.
  - iii. Must attend a Diversity, Equity & Inclusion (DEI) course at least once every 2 years. It is recommended you attend once per year.
- b. Qualifications

SMOs must have the technical skills to administer and troubleshoot social media presences and the interpersonal skills required to moderate online. Requirements include:

  - i. Writing experience with a good grasp of spelling, grammar, and voice.
  - ii. Familiarity with social media platforms. Facebook and Instagram required. All other platforms preferred.
  - iii. Consistent and reliable internet connection.
  - iv. Conflict mediation skills.
  - v. Familiarity with social media policy at both Society and Kingdom levels.
- c. Responsibilities
  - i. Creating/finding content and posting to official social media channels.
  - ii. Ensure all social media presences adhere to Society and Kingdom policy.
  - iii. Moderating any officially associated social media platforms.
- d. Reporting
  - i. Local SMOs should report any relevant information to their local Seneschal to be included in their reports.
  - ii. The Kingdom SMO must submit quarterly reports to the Kingdom Seneschal and Society Communications Officer.
  - iii. Reports should include any projects, news, successes, challenges, and special acknowledgements.

e. Official Communications

- i. Anything posted from an official branch account should be treated as an official communication.
- ii. Outward facing presences such as Facebook Pages, or Instagram, Twitter, and TikTok accounts, or any other official account should always post with an official voice. Avoid “I” statements like “I am looking for...”
- iii. Administrators of official Facebook Pages need to be especially careful that they are interacting with the correct account when commenting or posting.
  1. Ensure that personal comments are not made from an official account.
  2. Be professional and courteous at all times, no matter whether you are interacting as an official page or from your personal page. Remember, you represent the group now.
- iv. Respect the need for discretion and confidentiality with regards to Society matters such as, but not limited to: disciplinary measures, personal issues, policy changes, monetary policy, and any other issues that may come up.

Messages concerning these issues may come through official pages, and should be passed on to the Seneschal so that they can address it in the scope of their office.

- v. Maintain neutrality when moderating posts.
- vi. Social media pages and groups should never be used for communication with a private audience.

### 3. Operating Social Platforms

a. Approved Platforms

- i. The list of approved platforms, as found in the Society Social Media Handbook:
  1. Facebook
  2. Twitter
  3. Instagram
  4. Meetup
  5. Pinterest
  6. YouTube
  7. Discord
  8. TikTok
- ii. If a group wishes to have a platform not on the list, they must contact the KSMO for pre-approval.
- iii. Local groups may not create a personal profile to represent themselves on Facebook. They must always represent themselves as a Facebook Group and/or Facebook Page.

b. Content

- i. All people publishing as, or interacting with, an official page or group are subject to the following content restrictions. This includes comments on official posts or posts in official discussion groups (ex: Facebook groups) from personal accounts.
  1. Any content posted to official platforms must be relevant to the SCA.
  2. Content that involves modern politics, political figures, or political parties is not permitted.
  3. Content that is intended to disparage, intimidate, or unfairly negatively impact the reputation of an individual person or group is not permitted.
  4. Content that reveals information considered to be confidential to SCA, Inc. such as, but not limited to, financial information, sanctions, or investigations, is not permitted.
  5. Content that distributes material under current copyright that has not otherwise been authorized for distribution is not permitted.
  6. Content that involves lewd or offensive material is not permitted.
  7. Content promoting unofficial events or events not associated with the SCA is not permitted.
  8. Personal fundraisers, promotions, or sales are not permitted.
  9. Posting with the intent to provoke or cause disruption (trolling) is not permitted.
  10. Any content deemed spam is not permitted.

c. Moderating

- i. Moderating Facebook Groups
  1. Admin privileges for all official SCA Facebook groups will include the Seneschal and SMO (if applicable), and may include other individuals according to the local group's needs.
  2. Additionally, in cases where the group is for a specific activity (e.g. rapier combat or cooking), an associated officer (Rapier Marshal or Minister of A&S respectively) should hold an admin position.
- ii. Moderators must remain neutral and objective.
- iii. If one moderator or admin is unable to remain neutral, another moderator or admin should handle the post or comment.

d. Addressing Issues

- i. Documentation
  1. Record the policy violation by capturing screenshots. Include comments, images, or other relevant content.
  2. When taking corrective action, inform the individual of the policy infraction, the consequence of further infractions and retain records of communication with the individual/s.
  3. Store documentation in the SMO and/or Seneschal Google Drive.

4. SMO is to share documentation immediately with upline Seneschal.

ii. Actions

All corrective actions are at the discretion of the Seneschalate.

1. Facebook Pages

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Mute or block account depending on severity of policy violation.

2. Facebook Groups

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Post Approval required; duration is 30 days.
- c. Third occurrence: Remove inappropriate comments. Suspension for 28 days.
- d. Fourth occurrence: Remove inappropriate comments. Removal from group.

3. Twitter

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Mute or block account depending on severity of policy violation.

4. Instagram

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Restrict account, requiring comment approval.
- c. Third occurrence: Remove inappropriate comments. Block offending account.

5. Meetup

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Remove account from group (member may rejoin).
- c. Third occurrence: Remove inappropriate comments. Ban offending account.

6. Pinterest

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Mute or block account depending on severity of policy violation.

7. YouTube

- a. First occurrence: Inappropriate comments must be deleted.
- b. Second occurrence: Remove inappropriate comments. Mute or block account depending on severity of policy violation.

8. Discord
    - a. First occurrence: Inappropriate comments must be deleted.
    - b. Second occurrence: Remove inappropriate comments. Mute account for a set period of time, or indefinitely, depending on severity of policy violation.
    - c. Third occurrence: Kick or ban account.
  9. TikTok
    - a. First occurrence: Inappropriate comments must be deleted.
    - b. Second occurrence: Remove inappropriate comments. Remove account from followers list.
    - c. Third occurrence: Block account.
- iii. Creating Official Facebook Event Pages
- Facebook Event Pages must always be made from an official SCA Account. Event pages may never be made from a member's personal account.
1. Kingdom Events (Crown Tournament, Round Table, etc.) should always be hosted from the official Kingdom of Ansteorra Facebook Page. The host group and event stewards should be added as co-hosts.
  2. The following information must always be included:
    - a. Date and time
    - b. Location
    - c. Site Rules
    - d. Registration
    - e. Event Stewards' names and contact information
    - f. Link to event web page
    - g. Schedule (when available)
  3. All events created on social media must include the following statement: *"This event is sponsored by the Society for Creative Anachronism. More information can be found on our website here: <http://www.ansteorra.org>."*
- iv. Required Disclaimers
1. All official social media entities must include the following disclaimers:
    - a. Branch Presences: *"This [account, page event] is held and managed by the [branch name], a branch of the Society for Creative Anachronism Inc., and is considered an official presence of the 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."*

- b. Events: *“This event is sponsored by the Society for Creative Anachronism. More information can be found on our website here: <http://www.ansteorra.org/>.”*
- c. Officer Presences: *“This [account, page event] is held and managed by the [officer title] of [branch name], a branch of the Society for Creative Anachronism Inc., and is considered an 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.”*

#### **4. Photos and Releases**

- a. It is the SMO’s responsibility to ensure that all photos and videos shared by official social media accounts comply with SCA Social Media Policy. Please note: Individuals may share their own photos without releases.
- b. A Release FAQ can be found here:  
<http://sca.org/docs/pdf/ReleaseFormsFAQsWEB.pdf>
- c. Photographer and model release forms can be found in the SCA Document Library: <https://www.sca.org/resources/document-library/>

#### **5. 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 SMO may be removed as an administrator or moderator of a social media presence include, but are not limited to:

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