

## **Social Media Officers and Admins Roles (and the Role of the Populace)**

The internet moves far too quickly for one person alone to keep up. A team is needed to monitor official channels of communication utilized by the Kingdom and its Baronies, Cantons, and Shires.

For that purpose, Social Media Officers (SMOs) are encouraged and expected to recruit and appoint Administrators (Admins) to Pages and Groups as necessary.

The role and authority of an Admin are not the same as an SMO. SMOs, Admins (even officers such as Webministers), and the Populace found to be abusing their social media roles for any reason will be removed from their role and could be barred from official social media outlets within the Kingdom.

### **Pages**

- SMOs may use the Page to facilitate use of the Kingdom Voice. An Admin shall not post as the page without instruction to do so from an SMO.
- Admins monitor posts to the Page for unanswered questions, offensive posts, and incorrect information. SMOs will also monitor the page, and are ultimately responsible for its content, but an SMO does not need to approve each action taken by Admins regarding content.
  - Pulling posts, especially grossly offensive material, does not require pre-approval in either direction. It is trusted SMOs and Admins will make decisions carefully and seek consensus if necessary.
  - Freezing comments is always an option while deliberations are made.
- Settings and general “About” information (Group Description, Location, etc), can be edited by Admins if necessary, but a report/message should be sent to the SMO so it can be double-checked. It is best to make changes to Page content through the SMO.
- SMOs may inform their Admins when changes are made at their own discretion.
- SMOs should keep a record of major changes for their quarterly reports.

### **Groups**

- SMOs may post to a group using an Official Voice as explained in the **Social Media Voices Guide of Calontir**
- Admins are not to post using the Official Voice. (This is only even an option if an Admin is also an Admin of the connected Page.)

- Admins monitor posts to the Group for unanswered questions, offensive posts, and incorrect information. SMOs will also monitor the group, and are ultimately responsible for the management of its content, but an SMO does not need to approve each action taken by Admins.
  - Pulling posts, especially grossly offensive material, does not require pre-approval in either direction. It is trusted SMOs and Admins will make decisions carefully and seek consensus if necessary.
  - Freezing comments is always an option while deliberations are made.
- SMOs should inform their Admins of changes made to Group Settings and Descriptions.
- Admins should get pre-approval to change Group Settings and Descriptions to be certain the changes align with Social Media Policy and Kingdom Law, and accurately reflect the Group represented.

## **Role of the Populace**

The populace is invited to meet and foster lively, interesting, encouraging, engaging, and friendly conversation in official Groups and on official Pages. Each individual has the potential to be an ambassador to newcomers. In a way, we are all Chatelaines. By and large it is the desire of the KSMO that communication flow without interference.

Consider Social Media the main square of the Calontir capital. It is wide open, anyone and everyone can see what happens there. It even has a rostrum for public announcements. There's probably some tea houses and tavern porches facing the square where people can sit and watch. There's also a security presence to keep the king's peace.

If you wouldn't stand on a rostrum and shout it, or talk about it loudly in a tea house, it doesn't belong on Calontir social media.

There is no obligation for the Kingdom or any Barony, Canton, or Shire to maintain an Official Page or Group. As such, Groups and Pages exist at the whim of the rulers. Duly appointed SMOs must exist to maintain the social media outlets, as stipulated by Society Law. As such, no person of the Populace is owed access to the social media platforms of Calontir. Those who fail to keep the king's peace may find their posts removed and could potentially be barred from participating.

Such persons may seek an explanation for deleted posts or their barring by contacting the KSMO via email - [socialmedia@calontir.org](mailto:socialmedia@calontir.org). Persons barred from Kingdom social media will be notified via the messaging system of the social media platform where their disruptive actions

occurred. The KSMO and the Kingdom have no obligation to inform those persons via personal email, verbal, or hard copy communication.

The decision to barr or sanction members of the populace from Kingdom Social Media will be made by the Kingdom Social Media Officer (KSMO), in concert with the agreement of the Kingdom Seneschal, with evidenced logged in emails between the KSMO and the Kingdom Seneschal. Warranted SMOs may also be part of the decision making process. Admins and the Populace may submit evidence at any time and express their opinion towards potential violations of Group rules by other members. Admins will be informed when members are barred or sanctioned, and told why in general terms that do not violate privacy. The Populace will not be informed. (Speculation and rumour regarding sanctions and barring are expressly forbidden from being posted on Kingdom social media outlets.)

Disruptive actions violating Society Law will also be handled at appropriate levels as necessary by the respective officers.

For the rules of conduct within each official Group, the members of the populace are expected to consult the Rules posted within each Group. These rules may be different from Group to Group. The Rules are likely to be found under the Announcements or Files tabs. In lieu of rules, they may refer to the rules posted for the Kingdom of Calontir group.

#### *Checklist of Considerations for Sharing Content*

- Is it true?
  - Does this medieval info snippet you're about to share come from a reputable source?
  - Have you checked with the appropriate sources about the event or rule or law which is the subject of your post?
- Is it kind and useful to everyone?
  - Are you posting this with a specific gentle in mind? Perhaps consider a direct message, or posting to their wall instead?
    - "Courtesy phone" shoutouts are acceptable, but first please take 5 minutes to try and hunt up the name for which you're searching.
  - Could this potentially worry newcomers to the Group or Kingdom?
    - Does it misrepresent Calontir or the SCA? i.e. dented helms from non-SCA combat, Dagorhir pictures...
- Is it necessary?
  - Is it specific to Calontir?
  - Would it be better suited to SCA Humor?
    - <https://www.facebook.com/groups/ScaHumor/>
      - Or SCA Memes? <https://www.facebook.com/Fightersbelike/>
      - (Both SCA Humor or SCA Memes are unofficial outlets and not endorsed by any SCA entity.)
  - Is it an Image Macro/meme/funny picture?

- See above.
- Does it follow all the rules of the Group in which you're posting?
  - Remember most groups do not allow posting about modern politics, modern religion, selling of modern items with no SCA use, etc.

These considerations are guidelines aiming mainly to prevent the Facebook Groups of Calontir from becoming, in the lingo of the internet, a “dank meme stash.” Please feel welcome to share your funny (PG) stories, original photos, and anecdotes with the Kingdom.

### **Reinstatement to Roles Following Disbarment**

Should a member be disbarred from their role in Kingdom Social Media as a member of the Populace, they may seek reinstatement after one (1) year.

Their request must be submitted to the KSMO via email, and include the following:

- Name on Social Media Account requested for reinstatement
- Local Group Name
- List of four (4) events attended in the last year.
  - Four events are necessary to ensure the member has achieved necessary interaction with the populace at large for a fair judgment of character to be made.
  - Consideration can be made for health concerns preventing a member from attending events. The KSMO may ask for documentation.

The KSMO will contact such individuals as deemed necessary to establish the disbarred member's upright character in real-world interaction with the populace. If those individuals return a favorable report, the disbarred member may be reinstated at the KSMO's discretion.

Should a member be disbarred from their role as KSMO, SMO, or Admin, future service in such capacity is determined by the appropriate kingdom or local officers.