

Social Media Voices Guide of Calontir

Voice of the Kingdom (Posting as the Kingdom of Calontir Page)

The Voice of the Kingdom may be used to post communications from:

- Their Majesties
- Their Highnesses
- The Kingdom Seneschal
- Society Level Announcements passed through the Kingdom Social Media Officer (KSMO)

Voice of the Barony (Posting as the Baronial Page)

The Voice of the Barony may be used to post communication from:

- Their Majesties
- Their Highnesses
- The Kingdom Seneschal
- The Baron and Baroness
- The Baronial Seneschal
- Kingdom and Society Level Announcements passed through the KSMO

Voice of the Canton or Shire (Posting as the Canton or Shire Page)

The Voice of the Canton or Shire may be used to post communication from:

- Their Majesties
- Their Highnesses
- The Kingdom Seneschal
- The Baron and Baroness of the Canton's protector
- The Baronial Seneschal of the Canton's protector
- Baronial, Kingdom. and Society Level Announcements passed through the KSMO
- The Canton or Shire Seneschal

Emergencies

In the event of an Emergency, it is acceptable for any person with Admin privileges to act as needed. If at all possible, a state of emergency should be declared by an Officer (SMO, Seneschal, Webminister) or Royalty. However, it is better to act than wait over long.

Social Media Officers

Social Media Officers (SMO), shall not use the voice of their group for their own announcements. They will post as themselves whatever announcements they need to make regarding the duties of their office.

Should a Social Media Officer, in coordination with their Seneschal/Barons/Webministers, undertake social media outreach campaigns, they may make such posts as the voice of their group. For example, if the Barony of Nameless wanted to advertise their upcoming Siege Engine Extravaganza to a local Nerf club and a Scout troop, it would be acceptable for the SMO to post an event flyer and invitation to those groups' pages as the Barony of Nameless.

Seneschals

Due to a likely need in emergencies or situations where rapid communication is necessary, Seneschals shall have access to the official voice of their group. Also, due to the profound and direct impact a Seneschal's work can have on the Kingdom and the Populace, they may post related to their duties with the official voice as they deem necessary. It is advised they post as themselves when the subject matter does not affect the Kingdom and/or Populace as a whole.

Admins

The one exception to use of the official voice by an Admin under anything other than emergency circumstances would be general friendly posts. For example:

- "Practice tonight! Remember, practice has moved inside!"
- "Happy All-Hallows Evening!"
- "We are hosting our new event, Bells and Buttons this weekend!" *link event*

These posts are considered Social Media Outreach, and ideally posts would be made by an SMO, but life is too busy for one person to handle all the minutiae.

Please attempt to make such posts in a period fashion - For example: "All-Hallows Evening" instead of "Halloween."