



**Society
for Creative
Anachronism**

Social
Media
Office

Social Media Handbook

October 2021

Society Social Media Handbook

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I. Introduction

A. Purpose

Social Media is an essential part of making the Society for Creative Anachronism (SCA) accessible and connected to the widest group of people. It helps us connect with current participants, increase awareness of our brand and introduce and retain new people. It is often an easy and low commitment way for people to first start exploring the SCA and what they might see, learn, do or be.

B. Our Social Media Vision

1. We want to connect the SCA to current and potential new participants wherever they are in the world on a channel that suits them and their needs.
2. We will do this by connecting the good of the modern world to what we learn from the past and creating wonderful experiences for people again and again.

C. Objectives

1. This handbook helps to realise the benefits that social media management can bring. It provides a comprehensive approach to managing social media in an Official SCA context.
2. The objectives of this policy are to define:
 - a. encourage creativity and innovation in the use of social media by its entities.
 - b. ensure that all content posted to Official SCA social media channels by any officer or participant supports the achievement of the Society's Mission, and its role as an international non-profit volunteer educational organization.
 - c. ensure that all people engaging with, and on behalf of SCA. through social media have a clear and common understanding of expected standards of behaviour and how they will be managed.

D. Authority

1. The Social Media Handbook is an Official document of the Society for Creative Anachronism, and as such sets forth procedure and recommends better practices for SCA social media. This Handbook supersedes all prior versions. It should be read in conjunction with the SCA Social Media Policy.
2. This Handbook is a living document, and as changes to policies or procedures are needed, the Office of Social Media will issue policy statements, policy interpretations, and implementation guidance. As these are upheld by the Board of Directors, changes will be issued as necessary and incorporated or appended to this

Handbook.

3. Affiliate bodies are actively encouraged to use this handbook as better practice save where it conflicts with local law or their affiliate agreements.

E. Principles

1. SCA Social Media:
 - a. creates value for the SCA
 - b. displays our values
 - c. is creative and innovative
 - d. creates and supports community
 - e. does not just promote, it listens
 - f. is personal, responsive and authentic
 - g. understands that people matter most
 - h. is transparent and inclusive
 - i. is dynamic, interactive and responsive to change
 - j. is tailored to the channel and
 - k. facilitates continual improvement

II. Responsibilities

A. Board of SCA Inc.

1. The Board of SCA Inc. Inc. is responsible for: establishing and maintaining the SCA Social Media Policy (henceforth referred to as 'the Policy') in accordance with Corpora XIII.B, and section XVII of the Corporate Policies of SCA Inc.
2. The Board is also the ultimate authority in any dispute or disciplinary matter arising from actions covered by the Policy.

B. Society Social Media Officer/Social Media Officer SCA Inc.

1. The Board delegates to the Society Social Media Officer (SSMO) the authority and responsibility for:
 - a. Publication and promotion of the Policy

- b. Development and publication of the Office of Social Media Handbook (including procedures and guidelines) to clarify the Policy, and to ensure consistent interpretation and implementation across the Society.
- c. Setting standards for what counts as acceptable online behaviour on or related to SCA social media.
- d. Interpretation of the Policy, and decision-making about its application to specific channels, content, actions and people
- e. Supporting the Office of the Seneschal to resolve disputes and disciplinary matters arising from the application of the Policy.
- f. Monitoring and reviewing the Policy and its implementation and providing advice to the Board on opportunities to benefit the Society and its members using social media.

C. Kingdom Social Media Officers

1. Kingdom Social Media Officers (KSMO) have responsibility and authority for:
 - a. Ensuring that all group Social Media Officers (SMO) and channel moderators within their Kingdom are aware of the Policy and supporting guidelines and procedures.
 - b. Developing kingdom-specific guidance, where appropriate, to reflect Kingdom law, traditions and customs.
 - c. Monitoring compliance with the Policy and related procedures and providing guidance to the SSMO on potential improvements to procedures and guidelines.
 - d. Providing guidance on interpretation of policy and procedures to group SMOs.
 - e. Resolving issues relating to the use and management of social media channels that cannot be resolved by group SMOs.
 - f. Implementing disciplinary and sanction outcomes as directed by the Kingdom Seneschal.

D. Group Social Media Officers and Channel Moderators

1. Group Social Media Officers (SMO) and moderators of specific social media channels have authority and responsibility for:
 - a. Promoting awareness of the Policy and associated guidelines to members of their group, or users of the channel(s) they administer
 - b. Managing and participating in social media channels in accordance with the procedures published by the SSMO.

- c. Acting to manage participants' behaviour and participation in social media channels, and to review and (where necessary) remove or redact content, to ensure that those channels support the goals of this Policy.
- d. Referring issues to the KSMO, where they cannot be resolved at a local/channel level.

III. Accountabilities

A. KSMO Role

1. Each Kingdom will have a Kingdom Social Media Officer (KSMO) and a minimum of two Official social media channels.
2. All KSMOs are warranted deputies under their Kingdom Seneschal and will report to them. Each KSMO will be responsible for all Official Social Media Channels for their respective Kingdoms.
3. It is encouraged that each local branch has a warranted SMO. If no warranted SMO exists, the local Seneschal shall act as such.
4. Administrator access to all Official social media channels within a Kingdom must be granted to the KSMO or a KSMO nominated deputy upon request.
5. Each Official SCA Social Media channel will have a minimum of two administrators, one of which must be the SMO. The appropriate Seneschal (group, Kingdom, or approved Kingdom Seneschal deputy) or Webminister should also fill that role to accompany the SMO. Each administrator will have equal administrative control of the Official social media channel.
6. KSMOs will manage Official social media channels within their Kingdoms with the support of KSMO deputies and local branch SMOs and deputies.
7. Group SMOs should be moderated by the Kingdom Seneschal.
8. KSMOs and their deputies are responsible for providing assistance for other Local Officers in social media event sites (e.g. an 'Event' on Facebook) for local group activities, events, and meetings. These event sites are to be created through Official SCA social media channels and not third-party channels.

B. Reporting

1. As a Corporate Officer, the SSMO will report to the Board of Directors on a quarterly basis. Reports are due to the Board on January 1, April 1, July 1, and October 1 of each year.
2. KSMOs are required to submit quarterly reports to their Kingdom Seneschals as

required by the Kingdom Seneschal or Kingdom law or policy, and a copy should be sent to the SSMO.

IV. SCA Social Media Practice

Social media management is as much about maximising opportunities as it is about minimising negative consequences. Potential benefits (opportunities associated with risks) should be considered in preparing response strategies and plans in order to enable the SCA to capitalise on opportunities.

A. SCA Approved Social Media Platforms

1. Social Media is ever-evolving and growing constantly. We have approved platforms that are used for Official social media. These platforms are approved by the SCA Social Media Officer. Considerations for approving platforms include accessibility, monitoring and moderation options and market position.
2. Pilots of new social media platforms must be approved by the Society Social Media Officer prior to use.
3. All new Society level social media channels must be approved and created by the Society Social Media Officer.
4. Current SCA approved platforms are:
 - Facebook
 - Twitter
 - Instagram
 - Meetup
 - Pinterest
 - YouTube
 - Discord
 - TikTok
5. All new Society level social media channels must be approved and created by the Society Social Media Officer.

B. Outward Facing Channels and being “Official”

1. Social Media channels considered Official include Kingdom and regional or local branch channels. If you conduct the Official business of administering and organising SCA activities and events in that channel, then it is Official and is subject to the Policy and this handbook. Official groups will clearly identify as such in their disclaimers.
2. Social media channels for unrecognized groups such as households, fan groups and interest communities not specifically sponsored by a Society or Kingdom Officer are considered Unofficial. The SCA President has requested unofficial interest groups to

clearly identify as such.

3. Activities that are related to but not sponsored or held by the SCA should be clearly identified as such to avoid confusion. The SCA is not required to host, promote or advertise content on its Official channels that is not hosted, approved or supplied by the SCA. Kingdoms have the discretion to set rules on the type of content that is allowed in their Official spaces subject to SCA policy restrictions.

C. Kingdom Social Media Channels

1. All new Official Kingdom or group social media channels must be approved by the relevant KSMO.
2. A current list of all Official social media channels within a Kingdom must be maintained.
3. Facebook:
 - a. All Official Society and Kingdom level Facebook pages/groups are required to have the SSMO and the SCA Communications Officer as administrators; however, day to day administration of those channels will be maintained by Kingdom officers.
 - b. Should the SSMO or Communications Officer take a channel management action on Kingdom Pages, they will notify the relevant Kingdom Seneschal, KSMO and the Society Seneschal at the time of action.
 - c. Kingdoms are required to maintain an Official Facebook page and are strongly encouraged to maintain an attached Official group. This practice is also encouraged for regional and local groups.
 - d. On Facebook, Events are to be created through Official Kingdom Pages rather than Groups. The Event Stewards will be added as a co-host as will any local Page administrator of the group hosting the event. Other's may be permitted to be administrators as appropriate. The Event Steward will have primary day to day administrative control. If the Event Steward does not use social media, the group Seneschal or SMO may act in their stead.
 - e. In case of conflicts between a Facebook Event and the Kingdom Event Calendar hosted on Kingdom webpage, the information on the Kingdom Event Calendar and information published in the Kingdom newsletters will control.
 - f. Kingdoms and Groups may choose to allow individualized posting of commercial links relevant to SCA participants but this does not indicate endorsement of individual vendors by the SCA. It is recommended that Kingdoms create 'sales' channels for their Kingdoms to avoid spamming of sales content.
4. Instagram:
 - a. Permissions should be sought from the original poster when reposting unless

explicit permission has been given in the text or through use of hashtags (such as #ReGramMySCA)

- b. Hashtags should be used consistently in particular #MySCA (note the capitalization which assists screen readers for accessibility)

5. Other Platforms:

- a. To protect use of SCA specific Kingdom, Principality, Regional and local group names, Kingdoms are encouraged to register accounts on platforms that may not be in use. A list of these accounts should be maintained by the KSMO.

D. Disclaimers

1. Official SCA social media sites/channels are required to use standard disclaimers. There are multiple disclaimers, and each Official SCA social media channels must use at least one.
2. **Group Channel Disclaimer:** This (account, page, event) is held and managed by (region name), a branch of the Society for Creative Anachronism, Inc. and is considered the Official channel of this group here. Questions regarding its content should be directed to (branch seneschal's email) or to socialmedia@sca.org. Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.
3. **Officer Channel Disclaimer:** This (account, page, event) is held and managed by (region name), a branch of the Society for Creative Anachronism, Inc. and is considered the Official channel of this group here. Questions regarding its content should be directed to (regional officer's email) or to socialmedia@sca.org. Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.
4. **Event Channel Disclaimer:** This (account, page, event) is held and managed by (region name), a branch of the Society for Creative Anachronism, Inc. and is considered the Official channel of this group here. Questions regarding its content should be directed to (event steward's email) or to socialmedia@sca.org. Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.
5. **Channel Hosting Recorded Material/Classes Disclaimer:** All content is claimed to be owned or licensed by the content creator or presenter and shared by their consent; they retain any copyright or hold any copyright licenses and are fully responsible for content. We will remove content that violates SCA rules and regulations. Inclusion of external links do not indicate implicit nor explicit endorsement of any content or products.
6. **Virtual Meetings/Classes/Events that are being recorded must include the following advice in their advertising and descriptions:** Please note that, by participating, you are agreeing to be recorded and granting permission to have the

video posted to SCA Social Media Channels.

V. Management and Enforcement

The Office of Social Media is responsible for managing online content compliance with the Policy and supporting the Office of the Seneschal in its responsibilities for sanctions. Failure to follow policies concerning Official SCA social media channels may result in sanctions, removal from office, or prevention/removal from participation in the Official SCA social media channels.

A. Social Media Management Principles

1. The following principles should be recorded, displayed and agreed to in Official groups.
 - a. **Community Safety is Paramount** – if your content makes our community unsafe, we will act without hesitation to ensure the safety of our community.
 - b. **Educate First, Delete Second** – in most cases, we will offer you the opportunity to edit or delete your content first.
 - c. **Proportional Response** – one size does not fit all in social media. We will apply the appropriate level of response to the perceived scale and frequency of the infraction.
 - d. **Transparency where possible** – where possible, we will explain the management or enforcement actions taken.
 - e. **Appeals** - if you feel that the action has been taken has been inappropriate, you may appeal to (choose most appropriate) your Kingdom Social Media Officer and Seneschal, the SCA Social Media Officer and Society Seneschal, or SCA President.

B. Potential Consequences

1. Violation of Society Social Media Rules may result in the following consequences.
2. Your posts on Official channels being managed. This could look like:
 - a. Public and/or private warnings: This includes moderator posts in the comments of threads, Private Messages (PMs) to individuals, and general posts in Official channels.
 - b. Deletion of posts/comments in Official channels.
3. For more serious breaches of the Policy in Official Groups the Kingdom Seneschal may direct:
 - a. A participant has their ability to post suspended for a set time

- b. A participant be removed from the channel temporarily or permanently.
- c. A participant be subject to Official Sanctions as per Corpora and the Sanction Procedures and Policies

C. Monitoring and Reporting

1. KSMOS and SMOs should provide their Seneschals with information relating to moderate or serious perceived breaches of the policy. This should include information related to patterns of behaviour if identified.

D. Management and Enforcement Guidelines

1. **1st Level Breach** (An initial minor level infraction e.g. new person posts a personal fundraiser to a Kingdom group or is spamming the group through enthusiasm, unintentional use of offensive language i.e. uses of 'gypsy' without realising it is a slur).
 - a. MANAGEMENT ACTION:
 - Post/comments deleted and warning by group SMO
 - Where appropriate, reminder to the group regarding behaviour expectations.
2. **2nd Level Breach** (A repeat or moderate level infraction e.g. discourteous or unchivalrous conversation in Official groups (name calling, categorical generalizations).
 - a. MANAGEMENT ACTION:
 - Comments deleted and author placed on pre-moderated status
 - Breach details reported to the relevant Seneschal including screen names, content, date. Screen shots provided by preference.
3. **3rd Level Breach** (Continuing pattern or major level infraction e.g. Breach of Corpora, Bullying and Harassment Policy or Sexual Misconduct Policy, hate speech or repeated harassment)
 - a. MANAGEMENT ACTION:
 - Screenshots taken, comments or post deleted and immediately reported to the Seneschal. If occurring at a local group level, information should also be provided to the Kingdom Seneschal and KSMO.
 - b. ENFORCEMENT ACTION – at the direction of the Kingdom Seneschal, the following may occur:
 - Removal from the group. May not re-apply for group membership for 6 months
 - If further sanctions applied by the Seneschalate, Crown, SCA Inc or affiliate bodies, outcomes documented for future reference.
4. Level 3 Breaches are breaches which could potentially result in modern legal consequences for involved individuals or, if left unaddressed, the SCA itself.

5. Level 3 breaches are potentially sanctionable under Corpora.
6. They may involve but are not limited to:
 - a breach of Corpora
 - hate speech
 - serious misconduct
 - sexual harassment
 - unlawful discrimination
 - a criminal offence
 - a threat to the security of the SCA Inc.'s Information and Communication Technology resources
 - an infringement of the privacy of society participants such as doxing; or
 - exposure to legal liability.
7. Level 3 breaches will be regarded as serious matters and appropriate action, including termination of membership, may be taken. Where there is a reasonable belief that illegal activity may have occurred SCA Inc. will report suspected illegal activity to the police. (per Corpora II.E.4).

Appendix A: Glossary

Channel: individual locations within a platform (e.g., in Facebook – Pages vs groups)

Core values: <http://socsen.sca.org/updated-statement-of-core-values/>

Doxing/doxxing: sharing an individual's private information (including their identity or personal details) or aggregating and using their public information for the purpose of intimidating them through harassment.

Fair use: In its most general sense, a fair use is any copying of copyrighted material done for a limited and "transformative" purpose, such as to comment upon, criticize, or parody a copyrighted work. Such uses can be done without permission from the copyright owner. (<https://fairuse.stanford.edu/overview/fair-use/what-is-fair-use/>). Participants should check the copyright laws in their relevant jurisdiction as this law is often country specific.

Official channel: Social Media channels considered Official include Corporate, Society, Kingdom, Regional and Group Channels. If you conduct the official business of administering and organizing SCA activities and events in that channel, then it is Official and is subject to this policy.

High Profile SCA Roles: Board Members, Corporate or Society Officers, Kingdom, Regional and Group level Officers, SCA Royalty (including territorial Barons and Baronesses), Peers.

Officers of SCA Inc: Officers at the Corporate, Society, Kingdom, Regional and Group levels.

Persons Authorized to Represent SCA Inc.: Board Members, Corporate or Society Officers, Kingdom, Regional and Group level Officers, SCA Royalty (including territorial Barons and Baronesses).

Platform: A platform is a web-based technology that enables the development, deployment and management of social media solutions and services. It provides the ability to create social media channels and services with complete social media network functionality

Post: any shared or created content put on social media

Profile connected to the SCA: Anything reasonably associated with the SCA, which includes but is not limited to use of persona name on profile, SCA (or any local kingdom or group, listed as employer), use of registered heraldry for profile picture

Social Media: conversation supported by online tools

Society Social Media Officer (SSMO): Corporate Officer for the Society of Creative Anachronism Inc. for Social Media. This role is currently both the Corporate and Society Officer.

Kingdom Social Media Officer (KSMO): Kingdom level Officer for Social Media

Social Media Officer (SMO): Social media officers at a branch or regional level

Appendix B: Social Media Brightlines

This document delineates a series of actions on social media, brightlines which will assist local, kingdom, and society officers, Crowns of the various kingdoms, and members of the Board of Directors of SCA Inc. in recognizing actions subject to sanction.

In consideration of these brightlines two things are immediately apparent.

- First, communication (words and images) on social media platforms is not meaningfully different from in-person communication or speech. Communication on social media has profound effects on individual/group feelings of safety, respectfulness, accommodation, and fairness, affecting recruitment and retention of members and participants. Intent, while considered, does not diminish the impact of the action.
- Second, broadly speaking, legal prohibitions against government censorship of speech are not applicable to the SCA and the SCA. is well within its rights as a private organization to establish rules for social media communication, and to sanction participants for violations of those rules.

Pursuant to the goal of establishing a series of baseline expectations for members and participants of SCA Inc. on social media, and to discourage a hostile environment in SCA Inc., particularly for individuals/groups from historically marginalized and underrepresented communities, the following actions by a member or participants of SCA Inc. may make them liable to sanction by the organization. Respectful, courteous conversation on changes to the brightlines is welcomed in Official channels.

1. Break/encourage the breaking of laws of any kind.
2. Break/encourage the breaking of the SCA's governing documents and rules or the rules of individual social media platforms associated with SCA Inc., its members and participants. (SCA Inc. and Society documents are located at the sca.org document library.)
3. Endanger or threaten the safety or well-being of others.
4. Engage in hate speech, or any speech that impugns the worth or insults the dignity of another person, or group of people.
5. Use derogatory, or abusive language towards individuals or groups of people, with exceptions for rhetorical hyperbole (exaggerated, over-the-top speech that is not a true threat); note this should not be considered to protect the speaker from language that is inherently offensive, such as slurs, epithets, or other hate speech.
6. Publish sexually explicit or graphically violent material on SCA Inc. and SCA Inc. associated social media sites.
7. Engage in the "doxing" of other members of, or participants in SCA Inc.
8. Engage in intentionally disruptive or provocative behaviour to cause group dissent, i.e. trolling
9. Blocking of platform moderators and administrators.

10. Impersonate another person.
11. Knowingly disseminate misleading or incorrect information.
12. Knowingly publish links to any internet locations that break any of these rules.