



# Social Media Policy Information Session

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# The Session will cover

- ▶ Why was the policy updated?
- ▶ What's changed
- ▶ What hasn't changed?
- ▶ What does this mean for me?
- ▶ Mythbusting
- ▶ Q&As



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# Why did we update the policy?

- ▶ Social Media is constantly evolving and policies (and the offices that support them) need to evolve too
- ▶ Being clear about our use of social media helps us when we attract new participants.  
*(In a recent survey 62% of participants agreed that organisations that don't invest in social media will get left behind – Sprout Social 2021)*
- ▶ We had received feedback from officers and participants that the policy needed clarification so that people understood the SCA's expectations
- ▶ The Office had evolved to the point where policy needed to be separated from procedure and move to a similar model as other offices



<https://www.artsycouture.com/blog/social-media-brand>

# So what's changed?

- ▶ Where the policy used to contain both policy and procedure, it now purely contains policy. While the procedural elements remain in place they are currently being moved to a new Handbook for the office that should be available next month.
- ▶ The policy is clearer about what expectations has for participants where a direct connection can be made from the SCA to their personal profiles or online activity.
- ▶ The policy is clearer about the expectations for Board Members, Officers (corporate, society, kingdom, group etc.) and high profile participants (peers, royalty)
- ▶ That's it.



# What hasn't changed?

- ▶ What can and can't be published on official social media channels
- ▶ Who gets to speak for the SCA
- ▶ What the SCA defines as bullying, harassment and hate speech
- ▶ Who can investigate and deliver sanctions
- ▶ The responsibilities of administrators on official channels
- ▶ The SCA's expectations for the administrators of unofficial channels (There aren't any)



# What does this mean for me?

- ▶ **Very little.**
- ▶ If a direct connection can be made to the SCA in your personal online activity, **don't bully, harass, use hate speech, abuse or threaten people.**

*It's not only against our rules, it's against the rules of 99% of social media platforms.*

- ▶ That's it.

# Mythbusting

- ▶ The SCA is actively monitoring my personal social media
  - ▶ Nope. Social Media Officers aren't the social media police. Like at an event, sometimes incidents are reported to officers and the SCA might then investigate the report.
  - ▶ There are lots of you and only a few of us and despite appearances, most of us need to sleep.
- ▶ My post has offended someone, I'm going to be in trouble.
  - ▶ Not everything that causes offence is actionable by the SCA.
  - ▶ If your post breaches one of our existing policies, the Office of the Seneschal will investigate the report. Based on those findings, a sanction may or may not occur.



"Mythbusters Paintball painting" by [TenSafeFrogs](#) is licensed under [CC BY 2.0](#)

# Mythbusting continued

- ▶ The SCA can take away my name and heraldry.
  - ▶ Nope. If you use it in the SCA we might use it to establish a connection to your online presence but that's only an issue if you're bullying, harassing, abusing or threatening people
- ▶ I can't criticise the SCA or how the game is played.
  - ▶ Sure you can. People do it every day. That's your right as participants. All we ask is that you are truthful in your criticism



# Social Media Management Principles

- ▶ **Community Safety is Paramount** – if your content makes our community unsafe, we will act without hesitation to protect the safety of our community.
- ▶ **Educate First, Delete Second** – in most cases, we'll offer you the opportunity to edit or delete your content first.
- ▶ **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.
- ▶ **Transparency where possible** – where possible, we will explain the management actions taken
- ▶ **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 Society Social Media Officer and Society Seneschal, or SCA President.

# Got questions?

Contact me at [socialmedia@sca.org](mailto:socialmedia@sca.org)

I'm happy to speak to your local officers and groups at a convenient time for us both.

Remember the awesome resource that is your Kingdom Social Media Officer.