

SOCIAL MEDIA POLICY
of the
Society of the Middle Ages, Inc.

- I. Purpose: This document is designed to be a resource for Social Media Officers (SMOs) of the Society of the Middle Ages (SMA), other SMA officers, and for volunteers who own or administer either official or unofficial on-line forums for SMA members and participants.
- II. Official and unofficial forums: A forum is considered to be an official forum of the SMA when its creator explicitly designates it as such, or when it is created by an SMA officer explicitly to be an official forum to support a purpose or process of the SMA or one of its branches or guilds. An official forum should have a warranted SMO among its moderators.
- III. Standards: Participation in SMA on-line forums, both official and unofficial, is subject to the rules of those forums. Official SMA forums are governed by the SMA's Social Media Community Standards document. Unofficial forums used by SMA members or branches are encouraged to be governed by the same document. The Social Media Community Standards document should be readily available in every official SMA forum.
- IV. Officers:
 - a. The Society SMO will be appointed by the President, subject to the ratification of the Board of Directors.
 - b. The Kingdom SMO will be appointed by the Crown of the relevant kingdom, with the approval of the Society SMO.
 - c. Branch SMOs will be appointed by the seneschal of the relevant branch, with the approval of the Crown and the Kingdom SMO.
- V. Sanctions: Violations of the Community Standards in posts to official SMO forums may be met with sanctions by the forum's moderators, according to the following schedule, and depending on the severity or repetition of the violation:
 - a. A verbal warning, either as a comment to the offending post, or else as a direct message (DM).
 - b. A request that the poster edit the offending post, sent by DM.
 - c. Deletion of the offending post.
 - d. Placing the offender on post moderation, for periods up to 48 hours.
 - e. Placing the offender on posting suspension, for periods up to 48 hours.
 - f. Temporarily banning the poster from the forum, for periods up to 24 hours.
 - g. Temporarily banning the poster from the forum, for periods up to 48 hours.
 - h. Temporarily banning the poster from the forum, for periods up to 1 week.
 - i. Revoking the poster's membership in the forum.
 - j. Referral to the relevant seneschal's office for additional sanctions.
 - k. Referral to appropriate law enforcement agencies for criminal conduct.
- VI. Limitations on Sanctions:
 - a. Sanctions will be limited to the forum in which the offending behavior took place.

- b. Any sanctions higher than level “b.” in the above schedule will be immediately reported to the forum’s owner or primary administrator, and also to the relevant seneschal or guild leader for the forum and the Society SMO.
 - c. Any use of sanctions will be documented with screen captures of offending posts. Such documentation will be forwarded to the Society SMO.
 - d. Repetition of offenses will not be counted at greater than 60-day intervals.
 - e. Sanctions will never be imposed on any member in response to on-line activity outside the context of official SMA forums. Particularly, sanctions will not be imposed on any member in response to a member’s own social media space.
 - f. SMOs should keep in mind that some members, lacking a local branch, may have only social media to connect them to the SMA, and so sanctions should be imposed judiciously, and at the lowest level possible, lest such people be cut off entirely from the organization to which they’ve paid dues, for only an ill-considered forum post.
- VII. Appeals from Sanctions: A person subjected to sanction by an SMO who feels the sanction to be undeserved may appeal it to the seneschal of the branch or guildmaster of the guild whose forum it is, or to the kingdom seneschal, the Society Seneschal, or the Populace Advocate on the Board of Directors, whichever officer is at the lowest level to have jurisdiction. Further appeals may be carried up the chain as described.
- VIII. Social media officers along with group moderators and admins are the front line of defense for the social media platforms. When taking any action should involve the following steps.
- a. If the infraction is minor and does not require sanctions other than a post removal, document the post with a screen shot and email the documentation to the society social media officer and remove the post.
 - b. If the infraction is more severe and requires a higher level of sanction, document the post with a screen shot and email the documentation to the society seneschal, society social media officer, and society president.
 - c. For actions of a severe nature, or involving criminal activity, document the post(s) or actions with screen shots and email the documentation to the society seneschal, society social media officer, society president. In these rare circumstances, a prudent action would be to make a phone call to the social media officer, so that they can provide assistance and guidance.
 - d. The Society Social Media Officer is responsible for maintaining records and for reviewing incidents if questions or appeals arise. This documentation should be stored on a society file storage location that is accessible by the corporate officers to ensure access in the future if the Social Media Officer were to become incapacitated or unavailable, or if the office were to pass to a new member.
- IX. Because social media is constantly evolving, updates to the Social Media Policy and Community Standards should be done on a regular basis. The policy is a living document that shall be reviewed once a year and updated as needed. Any changes recommended to the policy must be sent to the BOD for approval. If no changes are needed, the Society SMO is responsible for notifying the board.