

The Social Media Officer is a lesser officer to the Chronicler, responsible for the use of social media on approved platforms to support the goals of the Society for Creative Anachronism, and to facilitate communication with its participants. The Social Media Officer is also responsible for those duties specified in the appropriate Society policies. These duties also include delivering and meeting deadlines for the following:

- Ensure appropriate social media usage on a variety of platforms, including Facebook, YouTube, Instagram, and other medias as necessary
- Ensure adequate moderation of kingdom social media, including but not limited to managing Facebook Events, moderating online discussions, removing posts which violate society social media policy, and removing individuals who have demonstrated a pattern of violating this policy repeatedly.
- Ensure adequate communication of violations to the individuals involved
- Ensure adequate utilization of kingdom social media by kingdom-level social media representatives
- Ensure adequate staffing of kingdom-level social media representatives, including regional, local, and platform-specific officers
- Ensure adherence to social media guidelines as determined by the Kingdom and the Society, including recommending changes to kingdom policy to align with society policy
- Ensure appropriate waivers are on file prior to events, including but not limited to artist release and video waivers
- Ensure society-level communications are disseminated in a timely and appropriate manner
- Ensure consistent access to the Society Social Media Office Facebook group
- Ensure consistent messaging across platforms
- Provide training in the roles and responsibilities of a social media officer
- Provide updates to the kingdom and populace as policy changes are made
- Provide support and resources to regional, local, and platform-specific officers
- Facilitate communication between the Society Social Media Officer and the kingdom
- Facilitate social media access for live streaming events, including but not limited to virtual courts
- Facilitate the creation and sharing of Facebook events for upcoming events
- Compile quarterly reports for Society Social Media and forward a copy of that report to the Kingdom Chronicler and Crown.
- Maintain any relevant email lists and social media groups
- Maintain documentation and statuses of proposed, in-progress, and completed social media campaigns
- Maintain any active warrant rosters, including regional, local, or platform-specific officers
- Maintain any relevant handbooks, resources, and other forms
- Maintain any necessary waivers and documentation of same
- Maintain password access for social media accounts, including but not limited to Gmail, Facebook, YouTube, Instagram, and other medias as necessary
- Maintain confidentiality

Workload will vary but expect to put in an average of 5-10 hours a week. This position requires quick turnaround time when issues arise, preferably within an hour or less of the time of the occurrence. There is no meeting travel required for this position.

This is a warranted position which requires Stallari approval.

Required for this position are:

Dependable email access

Dependable phone access

Dependable social media access

Moderate to advanced proficiency with technical aspects of all social media platforms, including Facebook, YouTube, Instagram, and other medias as necessary

Moderate to advanced proficiency with the social norms and expectations of all social media platforms, including Facebook, YouTube, Instagram, and other medias as necessary

Moderate proficiency with Google Sheets and similar spreadsheet applications

Moderate proficiency with Google Docs and similar word processing applications

Ability to clearly communicate verbally and in writing, i.e. in person and via email, phone, and in written reports

Ability to interpret and apply policies as needed

Ability to maintain composure and handle difficult situations with minimal guidance

Ability to maintain working relationship with other social media officers in the kingdom as well as at the Society level

Working knowledge of relevant procedures and processes