



Society for Military History

SOCIAL MEDIA POLICY

Overall Goal:

The Social Media Committee, including the Mark Grimsley Fellow, is tasked with expanding the Society for Military History's social media presence while protecting the Society's academic integrity. The Committee should endeavor to use these mediums to reach out to other academic organizations, libraries, museums, military groups, universities, and moderate content to connect members and non-members alike. The Social Media Committee should also ensure that the Society's presence on these platforms remains protected from inappropriate content and misuse of the Society's name.

Committee Membership:

- I. The Social Media Committee shall consist of five members including four full-committee members selected by the Society's vice-president and approved by the Society executive committee at the Society's annual meeting. The fifth member is the Mark Grimsley Social Media Fellow--selected by a separate committee.
- II. Each of the four full committee members shall sit for terms of three non-concurrent years; The Grimsley Fellow's term currently is two years.
- III. Upon the expiration of a committee member's three year term, the Society's vice-president will make a recommendation to the Society's executive committee as to the continuation or replacement of the committee member. The authority to approve new members rests with the executive committee.
- IV. Each June the committee will select one member to serve as Chairperson to facilitate communication between the committee and the Society's leadership and to organize the work of the committee.

Duties:

- I. It shall be the duty of the Social Media Committee to operate and administer the Society's social media platforms.
-Presently, these platforms include Facebook and Twitter, but duties will grow to encompass future platforms as appropriate.

-The entire committee is responsible for the public Facebook page and closed Facebook group.

-The public Facebook Page is viewable by any user on Facebook, though official posts on the page “timeline” are controlled by the committee who serve as the page administrators. This page’s primary function is to serve as a public “notice board” for the Society to convey official announcements—though any unblocked user is able to post in the page sidebar.

-The closed Facebook Group is only viewable by members admitted by the committee administrators and serves as a forum for academic discussion, announcements, and collaboration between scholars. Though this is primarily targeted for Society members, non-members may be admitted with the expectation they will eventually join the Society.

-The Mark Grimsley Fellow operates the Twitter account.

II. The committee members will be responsible for preventing and/or removing the posting of malicious content on the public Facebook page and closed Facebook group. This includes material not relevant to the profession, personal attacks, obscenities, profane remarks, and any other material deemed unfit in the committee’s judgment.

-As the Grimsley Fellow exercises direct control over posting on Twitter, this should not be an issue for that platform. The Grimsley Fellow will retain the authority to block/report spam accounts, solicitous messengers, and/or users engaging in harassment regarding direct messages or replies to the account.

III. The committee members will be responsible for adding members to the closed Facebook group on a discretionary basis.

-Committee members should compare join requests to existing membership lists (the online directory or the last available official membership list from the Society’s office) to automatically add Facebook members that match those lists.

-Committee members looking to add non-Society members from the request list in the closed group should evaluate the Facebook profiles of the requesting members to ensure they are legitimate accounts and will not pose a risk to the security or collegial environment of the group. -They should also inform these individuals of the Society’s policy that individuals need to be members of the Society to join the closed Facebook page—See the greeting message below.

-New members on the closed Facebook group shall be greeted with a post by the adding member that reads as follows:

“The SMH FB Group is restricted to members of the Society for Military History, [Member Name, Member Name, Member Name...],

If you are not yet members, please visit the linked page and join. Individual memberships are only \$60/year, student memberships are \$25/year.

<http://www.smh-hq.org/member.html>”

-It is preferred that new members are added several at a time so that one post covers several new additions instead of multiple individual posts. Additionally, it is recommended that the “tag” feature be used for the names of the new members within the post so they are notified of their addition and Society policies.

-The committee shall also remove members who have not officially joined the Society at intervals of three-to-four times per year by acquiring the official

membership list from the Society's office and eliminating non-joiners from the closed group. No new members should be added to the closed group during the removal process to avoid confusion.

IV. It shall be the duty of the Social Media Committee to report requests from other organizations for social media partnership with the Society to the vice president for official consideration.

-This includes live Tweets handled by the Grimsley Fellow, or any other request for real-time interaction.

V. It shall be the duty of the Social Media Committee to post official notices on the Society for Military History Page public page. These include official Society website notices, Society prize announcements, and any public announcements from the executive committee.

VI. It shall be the duty of the Social Media Committee to maintain a frequent presence of posts on the closed Facebook group with material relevant to the profession and pedagogy.

-The committee shall also set the closed Facebook group's description to read as follows:

"Established in 1933 as the American Military History Foundation, renamed in 1939 the American Military Institute, and renamed again in 1990 as the Society for Military History, the Society is devoted to stimulating and advancing the study of military history. Its membership (today more than 3,000) has included many prominent national and international scholars, soldiers, and citizens interested in military history.

Discussions on this forum that occur as a result of a posting need to pertain to the article or topic presented. If the group's moderators deem postings offensive or inappropriate for this forum, they reserve the right to delete the post with or without warning. Personal attacks, or any other unprofessional posts and comments will not be tolerated—a warning and/or dismissal from the group may result regardless of membership status with the Society.

The SMH FB Group is restricted to members of the Society for Military History, If you are not yet members, please visit the linked page and join. Individual memberships are only \$60/year, student memberships are \$25/year.

<http://www.smh-hq.org/member.html>

Members may post content relevant to the profession, pedagogy, and of academic interest to military history. You are permitted a single post to advertise your own published work, but further posts will be removed. Additional reviews or mentions of the same published work should not be posted."

VII. It shall be the duty of the Social Media Committee to operate an associated e-mail account for the Social Media platforms. The e-mail account should be checked regularly to ensure it has not reached "full" status.

-Presently, this e-mail is simply a g-mail account that the Mark Grimsley Fellow maintains in association with the Twitter account.

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