

Society for Military History  
Policies and Procedures  
Mark Grimsley Social Media Fellow Selection Process

**Purpose.** To Explain the responsibilities of the Mark Grimsley Social Media Fellow and selection process.

**Description.** The Social Media Fellow operates the Society’s Twitter page and assists the rest of the Social Media Team with its duties including management of the Society’s Facebook page, and Facebook group. The fellow advances the study of military history and diffuses knowledge by electronic means as an extension of print media and other professional contributions—book reviews, articles, conference events, etc. The Social Media Fellow reports to the Social Media (Facebook/Twitter) team and beyond that the vice-president.

Specific responsibilities include: Operate the Society’s Twitter account: @SMH\_Historians, assist the Social Media Team with administrating posts, membership, and connections to the Society’s Facebook page and group, manage the associated g-mail account for the Twitter page: [smhhistorians@gmail.com](mailto:smhhistorians@gmail.com), Draw information from reputable/peer-reviewed sources to publish in tweets and/or Facebook posts, Promote online connections to other academic, historical, military, and professional organizations, and, Communicate officially released news, opportunities, awards, and conference information from the Society.

**Selection Process.** The Society for Military History’s Social Media Committee uses the following criteria when examining the applications for Mark Grimsley Social Media Fellows:

1. Candidate should be a member in good standing with the Society for Military History.
2. Candidate should demonstrate familiarity, and competency with social media platforms—at least Twitter, and Facebook. Further digital humanities experience or web presence is useful.
3. Candidate should demonstrate interest in military history, and the historical profession. Association with other organizations, including ones the candidate may pull into their outreach, would be encouraging.
4. Candidate should demonstrate an understanding that their postings will represent the Society’s “brand,” distinguished from personal opinions. This is for a professional academic organization, not a popular advertisement.
5. It would be preferable if the candidate were in a position to attend the Society’s Annual Meeting—though this is not disqualifying.

The committee chair has each member apply the criteria based on their own qualitative read of the applications and provide their original rankings independently to the chair to see if there is a consensus. If there is no consensus, then the committee members discuss the differences in the disputed candidates, and usually go with a majority vote on who is the better candidate.