

SOCIAL MEDIA POLICY

Overall Goal:

The Social Media Committee and the Mark Grimsley Fellow will use the Society's social media platforms to promote military history scholarship and academic conversations between scholars, the public, organizations, and institutions. In addition, they will endeavor to increase and maintain membership in the Society. The Social Media Committee and fellow will supervise these platforms for misuse and inappropriate content to protect the Society's academic integrity.

Committee Membership:

- I. The Social Media Committee shall consist of up to five members including four full committee members selected by the Society's president. The fifth or temporary member is the Mark Grimsley Social Media Fellow selected by the vice president in coordination with the executive director.
- 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 president will ask the Membership and Staffing Committee to recommend a replacement. The authority to approve new members rests with the president.
- IV. The president 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, however, duties will grow to encompass future strategies and platforms as appropriate. The Mark Grimsley Fellow primarily operates the Twitter account. The entire committee is responsible for managing 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 can post in the page sidebar. The closed Facebook Group serves as a forum for academic discussion, announcements, and collaboration between scholars and is viewable only by members admitted by the committee administrators. The closed group is primarily meant for Society members; however, non---members may be admitted by exception, with the expectation they will eventually join the Society.
- II. The committee members will be responsible for preventing and/or removing inappropriate content posted on the public Facebook page and closed Facebook group. This includes material not relevant to the profession, political opinions, personal attacks, obscenities, profane remarks, and any other material deemed unfit by the committee. The Grimsley Fellow exercises direct control over posting on Twitter and retains authority to block, report spam accounts, solicitous messengers, as well

as users engaging in harassment regarding direct messages or replies to the account. The fellow will post content that is consistent with professional standards and will promote the brand of the Society. Posts deemed inconsistent with SMH values by the vice president and executive director will be removed.

III. The committee members will be responsible for adding members to the closed Facebook group on a discretionary basis. Committee members should compare requests to join to existing membership lists (the online directory or the last available official membership list from the Society's office) and 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 a member, please visit the linked page and join. Individual memberships start at \$70/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. Reminders of the Society's social media conduct policy will accompany the addition of new members. 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. New members on the closed FB group need to read and abide by the Society's conduct policy. The committee shall periodically 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 and fellow to post official notices and facilitate scholarly exchange 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 Fellow and Committee to facilitate regular posts on the SMH social media platforms with material relevant to the profession and pedagogy. This may include previously published scholarly content from the Journal of Military History such as a summary of articles, book reviews or historiographical essays. The committee shall also set the closed Facebook group's base 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 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, political opinions, 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 start at \$70/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 periodically to ensure it has not reached “full” status.

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

VIII. In the event that the security of the Society’s social media platforms are compromised, the Social Media Committee and or the Mark Grimsley fellow shall freeze the accounts, log off from all outlets, reset passwords and disseminate new login credentials by text or voice over phone. Security compromises of social media platforms shall be reported immediately to all members of the Social Media Committee as well as the vice president to work in coordination with the main office of the Society and journal.

IX. Current SMH Members who wish to publicize their military history scholarship are encouraged to do so during conference season or third fiscal quarter and may tag SMH social media platforms for a like, retweet and/or share. To ensure such a request is not lost in notifications, members are encouraged to directly message the SMH Twitter or Facebook to request a promotional post, like, share, etc.; for the widest distribution possible posts will be coordinated and shared on the Society’s other social media platforms during the target season. Members may share promotional posts in the closed Facebook group without request. The Social Media Committee reserve the right to remove promotional posts deemed superfluous or indecorous.

August 2021