



Social Media Policy

Purpose

This policy is designed to make clear the expectations on Australian participants in the Society with regards to communicating on social media.

Authorisation

The Society for Creative Anachronism Ltd is the corporate body overseeing the Society in Australia.

Policy Details

The SCA Ltd does not discriminate between online and offline behaviour. The Code of Conduct and any other applicable rules and policies are considered to apply to all participants at all times while acting as part of the Society in Australia.

When this document refers to an 'official page', it is referring to a social media presence that appears to represent the SCA, administered by a social media officer. Examples include the [@scalochac](#) Instagram and TikTok accounts or the "Lochac" or "SCA Barony of [NAME]" Facebook pages, where the Barony is located within Australia.

1. SCA Ltd policy does not override Terms and Conditions for social media platforms.

The terms and conditions each user agrees to, in order to use a social media platform, must be adhered to.

2. Online behaviour is treated the same as in-person behaviour.

This may include direct online communication with another member of the Society or interaction on a SCA-related group or page. Members are encouraged to remember that the processes and consequences that apply to in-person behaviour may also apply to online behaviour. Be aware that in the event of a grievance or other formal action taken against a member, social media and other online communications may be used to form part of the case evidence.

3. Administering a social media presence has responsibilities.

If you operate or administer an official page of the Kingdom, you may be held accountable for moderating what happens through that presence. The reputation of the SCA can be easily tarnished by bad behaviour online, and so administrators should be aware that they may also face consequences if such behaviour is left unchecked. Administrators should also take care when using the name or service mark of a group, guild, or office in the SCA (including but not limited to badges, devices, or other logos): they may be protected Intellectual Property, and you may be asked to remove any such items if you are not authorised to use them.



4. The use of photographs and videos of minors on Lochac social media pages is restricted.

Any official pages may not feature the face or identifying features of any minor under the age of 14. Minors 14-18 may be posted to our official pages with their consent as this is the age that many of our adult activities start to include minors in their regular attendance.

5. Consent is required before posting images or videos of any identifiable participants.

If social media officers in their capacities as officers wish to post photos or videos containing identifiable participants to official pages, they should obtain consent from the participants before posting.

6. Where possible, photographers must give permission for their work to be used and must be credited in the post.

Where possible (i.e. where the photographer is known and contactable), the photographer or videographer behind any media a social media officer wishes to post on official pages, must sign the Release and Publication Permission form (<https://forms.gle/gLxNFuSRGZk5VMzZA>). The post should contain a credit for the photographer, using either their legal name or SCA name, depending on their preference.

Other Relevant Documents

SCA Inc Governing Documents ('Corpora')

SCA Ltd Code of Conduct and Laws of Lochac

Terms and Conditions of Social Media platforms

Further Information

For further information regarding policy on administering presences and sites, contact the Lochac Social Media Officer at media@lochac.sca.org or the Lochac Webwright at webwright@lochac.sca.org

For further information on the above policy, please see the SCA Ltd Board website at: sca.org.au/documents/policy or contact the SCA Ltd Secretary by emailing secretary@sca.org.au

The Secretary
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Revision History

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