

## Gulf Wars Social Media Officer S.O.P.

GulfWars, SCA is an annual event between the Kingdoms of Trimaris and Ansteorra that takes place in Lumberton, MS, which is within the borders of the Kingdom of Gleann Abhann.

Initially, it was hosted by the Kingdom of Meridies, before the formation of Gleann Abhann. Since then, it has become a joint endeavor by the 4 Kingdoms in an annual event.

This volunteer will be the Department Head of all things related to Social Media for Gulf Wars.

This volunteer will maintain the GW SMO Email address:

[socialmedia@gulfwars.org](mailto:socialmedia@gulfwars.org)

This volunteer will have a deputy at all times.

This volunteer will share content on, manage, moderate, and admin all apps created for Gulf Wars. TikTok and YouTube were created in 2024 with Permission from Autocrat Team 2024 by THL Rose Rennel GWSMO 2024-current.

You may reach out to other Kingdoms to send content for event information to be placed on their Kingdom Discord server in the event channels.

This volunteer will create a team of volunteers up to 9. This team will be gathering content for you from classes, tournaments, teas, revels, dinners, parties, vigils, or any other activity you can not make it to. They will wear the Social Media sash I've commissioned at all times while on duty. You will most likely log them into apps or have a drop box set up to collect content to edit and share. A laptop with an external hard drive will be a fine idea as well.

This volunteer will ALWAYS ask permission before taking any photos or videos of any group before hand . You never know what someone is going through and they may not want to be online.

If you want to take photos or videos of anything being set up, ie; KWP or vigils, please obtain permission from the department head of said activity you wish to film. Please wear a social media sash so you can be easily identified.

When filming youth activities: Approach the Head Marshal for Gleann Abhann and lead Marshals of any tournament or group. Ask permission to film. Please ask parents directly before taking photos of their children. I do this before the tournament or party and announce with permission to the whole group. Go above and beyond by giving children autonomy (ask their permission too) and respect their boundaries if their answer is no.

GW Apps:

X/ Formerly Twitter

Instagram

YouTube

TikTok

Facebook

All passwords for said apps will not change so that there is accountability to Kingdom Communications Officers and Kingdom Seneschals may step in as needed. Those officers will be notified of any new GWSMO changes as they are made; such as new GWSMO replacements and deputies. GW autocrat will decide if the GWSMO will continue or be replaced.

Report after GW will be done in a timely manner and due date will be determined by your Autocrat.

Your autocrat is working on getting a new app to replace the bookmark "app" from last year. You may have to create a video to instruct the populace how to download and use on different devices. I have had to do this in the past and it's worked out well.

This volunteer will be responsible for advertising all things GW and placing adverts on all apps. TikTok, X, and Instagram may be a bit difficult for wording. Modify as needed and use carousel photos/canva/capcut instead. Music can be added. Watch for copyright. Stick to medieval themes. YouTube is for video only. Facebook will be the easiest place to advertise. Be sure to cross-post to the four kingdoms representing GW. Gleann Abhann is our host kingdom so always defer to your Autocrat and them when needing direction. Your Autocrat will keep in touch to let you know when they need to post information.

Facebook will be your first choice for advertising. You will be in charge of several groups and the official GW Facebook page. This is where you will keep everyone up to date during GW.

You will need to:

Post weather updates and forecasts.

Post any changes to the “live” schedule on the official website.

Share content.

Upload videos.

Go “live” if able (depending on signal). TikTok, Facebook, and YouTube are ok for this. If you do not have signal strength, please record and upload ASAP. If you have a portable WiFi connection that will make your job easier.

Facebook has many groups within the Gulf Wars FB page that you will need to help admin.

Renaissance Village

Gulf Wars Rapier

Known World Italian Salon&Symposium

Gulf War Heralds

You will need to watch for spam and delete and block spammers. You will also need to moderate the groups. Kingdom and Society law will apply as far as hate speech is

concerned. Yield to your Communications Officer and your Kingdom Seneschal if you have any concerns.

Groups FB:

You are in several groups on Facebook so you can cross-post information. You are not an admin on these.

Trimaris Populace is the only one you have to join in your mundane account and will have to post separately. For some reason, we can't get that one to work for the GW FB posts. I'll keep working on that and update as I learn more.

FB Groups GW is present in:

Trimaris Populace

Kingdom of Meridies Discussion Group (Official)

Kingdom of the Middle

Kingdom of Gleann Abhann Discussion Group

Kingdom of Ansteorra

Known World Humor

Chronicle of Logan and Bronach

Department Head SMO:

If, and only if, there is a golf cart available at The Watch, you might be able to check one out to make your job a bit easier. You will be issued a radio with instructions on how to use it and will be notified if they need the cart back. Bring it back immediately if so. This department wants to always follow the letter of the law concerning this.



I am disabled and it hasn't stopped me from performing my duties. If you have a power chair they may charge it for you as well. This department is very accommodating.

You will enjoy this job tremendously! Please go over your GW handbook and schedule your week accordingly. Please be sure to have your volunteers in strategic places along the parade route for the Opening Ceremonies. That footage is crucial to build teasers for the coming War. Carry a few photo releases with you. Take time for yourself during the week and hit what you can when you can. You can't pour from an empty cup so recharge your batteries when necessary. Have a Blast!

Happy to be in Service,

THL Rose Rennel, GWSMO, KSMO Meridies

\*\*\*\*Below is a suggestion addendum when looking for replacement\*\*\*\*

Seeking replacement deputy for Gulfcoast Wars Social Media Department Head

The GWSMO works in close collaboration with many other officers, as well as being public relations, moderators, and social media heralds. It is the job of the GWSMO to maintain the public face of Gulf Wars through the use of social media platforms. They are responsible for seeing that information is correctly distributed and ensure a welcoming and friendly atmosphere for the populace at Gulf Wars.

The Gulf Wars Social Media Officer– shall be a Department Head on all Gulf Wars social media platforms.

- Volunteers/Deputies are assigned to platforms/apps and are tasked with the editing and uploading content from war on the specific platform/or drop box; share said content to Department Head for editing and uploading.

- Official Gulf Wars socials include Facebook, Instagram, Youtube, TikTok, and X.

## SUGGESTED QUALIFICATIONS

The Gulf Wars Social Media Officer requires a unique combination of skills. They must have the technical savvy to administer and troubleshoot problems, and have the interpersonal skills to moderate effectively. They must also be well versed in all their Society Social Media guidelines and understand nuances and usage such as using official Voice, moderation of platforms and keep abreast of emerging trends.

Minimum requirements include:

- Experience writing and/or editing content. Spelling, grammar, tone, and voice are important parts of our social media presence.
- Familiarity with the social media platforms Gulf Wars utilizes. A solid understanding of Facebook is particularly important.
- Consistent and reliable internet access.
- Patience, tact, and the ability to work with others.
- Familiarity with the Society Social Media Policy, and adherence to its guidelines as well as Society Media and public relations policies.

- It is strongly recommended to have knowledge of photo and video editing as well knowledge of online meeting programs.

- Be a paid member for the duration of your volunteer times.

- Work with the Gulf Wars Autocrat Team to ensure the proper flow of event advertising publications.

- The ability to cover event activities at Gulf Wars through travel and usage of deputies/volunteer team.

- Curate and create content for the Gulf Wars social channels.

- Many other duties as assigned.