



**WESTERN MICHIGAN UNIVERSITY**

Medieval Institute

## International Congress on Medieval Studies

### **Social Media Guidelines**

Since 2010, the International Congress on Medieval Studies (@KzooICMS) has maintained a Twitter presence. The account is used to make announcements and post reminders. We establish an official hashtag, unique each year, so activity of the current Congress can be easily followed and activity for previous years can be found under their respective hashtags. The hashtag for the 57th International Congress on Medieval Studies is #Kzoo2022.

Real-time online interaction both opens conversations to colleagues unable to attend and extends conference spaces for attendees. Social media applications offer spaces that can be rich resources to strengthen intellectual communities, connections and communications both during and after conferences.

We ask that Congress registrants keep three fundamental principles in mind:

#### **Consent**

All speakers have both the right to request that their work, images and/or any related material presented not be live-tweeted, live-blogged or otherwise publicly posted and the right to expect that their requests will be respected.

Audio or video recordings of sessions should not be made or posted without express permission of all of the session's participants (ideally, these permissions should be secured in advance through the session organizer or president). Photographs should not be posted without the consent of the subjects therein.

#### **Respect**

The Congress hashtag is a representation of the conference online as much as it is a representation of those using it. Please remember that your comments are public and should be made in the same tone you would use in-person: the medium in which professional activity is communicated doesn't change its professional nature and is as important to scholars' professional reputation as their academic work. Inappropriate are language that is vulgar or profane and language that is threatening or that includes personal attacks.

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Because live-tweeting can have the appearance of a direct transcript of spoken words, it is important to remember the potential for misappropriation (please attribute), misrepresentation (make sure your commentary is clearly identified as such), and misunderstanding (borne of removal of context); because Twitter is immediate and personal, it's important to remember the potential for even the most general comments to feel personally directed and tone to be inaccurately communicated (or read).

## **Collegiality**

Expressing appreciation and sharing links to useful/related information contribute to the conversation and strengthen academic connections. Disagreements and difficult topics are as integral to an intellectual community as scholarly generosity and should be handled with the same professionalism, care and respect online as in face-to-face discussion.

## **Twitter tips**

If you tweet @username without a period immediate preceding (e.g., .@username) only the followers that you and the user you have tagged/mentioned will be able to see that tweet. Use the period to engage in a larger conversation that includes all of your followers.

Sending a DM, or direct message, allows you to take a discussion (or ask a question) out of public space, but only if that user follows you.

You can acknowledge that another user contributed content or an idea without a direct retweet (RT) or quote by using HT ("hat tip") or via before the @username.

If agreeing to disagree simply isn't possible, you can mute individuals (they won't know that you've muted them and you can unmute them at any time, a good choice if you'd just like a break), unfollow them (if they are people you've followed), or outright block their accounts (they won't be able to see your tweets on their timelines, nor will you be able to see theirs).