Business History Conference

Social Media Policy

Introduction

The Business History Conference, established in 1954, is a tax-exempt, not-for-profit organization dedicated to promoting research, writing, and teaching about business history and the broader context in which businesses operate. Our organization has become international in scope, boasting a membership of nearly 400 individuals, with approximately 30 percent residing outside of North America. We welcome new members and actively encourage participation from graduate students, scholars worldwide, and professionals with expertise in business history across various specializations beyond history and economic history.

The Business History Conference encourages and supports the use of social media to share news and insights, and engage in meaningful conversations within our community and with audiences worldwide. In line with our commitment to promoting business history research, teaching, and discussions, we recognize the value of harnessing social media's potential while adhering to best practices.

Our overarching aim is to foster a robust online community centered around studying and appreciating business history. We aim to highlight groundbreaking studies, share recent discoveries, and curate content that underscores the importance and relevance of business history. We aim to facilitate the discoverability of projects and researchers, foster discussions, enable collaborative projects, and strengthen our community.

Acknowledging that social media also introduces dynamic and sometimes challenging communication norms and practices is essential. The speed and breadth of communication in the digital realm require us to approach these platforms with caution and adhere to principles of prudent common practice. This social media policy serves as a guide for our organization's responsible and effective use of social media.

Management of the Business History Conference Social Media

- The web editor of the BHC is responsible for crafting content tailored to the unique attributes and dynamics of various social media platforms. This includes:
    - Creating content that is aligned with the organization’s broader goals
    - Identifying relevant content to share through social media channels
    - Maintaining the integrity and consistency of the organization’s online voice and branding
    - Ensuring that content reaches our target audience in a timely and effective manner
    - Serving as a communication liaison for others requesting information to be shared on BHC social media channels

    - Promoting the BHC annual meeting, in all aspects, through appropriate social media channels
- The web editor should maintain regular communication with the Electronic Media Oversight Committee. EMOC will serve as a guiding body for new initiatives proposed by the web editor. Still, the web editor should be empowered to make day-to-day decisions regarding the content and frequency of social media posts in various outlets. The web editor should liaise with H-Business as needed, to ensure consistent messaging, broad reach of content, and / or eliminate redundancy as needed.
- Upon review of user interaction and other effectiveness metrics, the web editor should make proposals to open and/or close social media accounts to the EMOC for review. The EMOC may approve such requests on a rolling basis to ensure the timeliness of continued social media engagement.
- The web editor's annual report to EMOC and the BHC Trustees will encompass a detailed analysis of several key metrics to evaluate the performance and impact of our digital content. This report will include: **Social Media Metrics** such as engagement rates, increase or decrease in followers, and progression of the impressions and **Evolution of Blog Subscribers**, assessing which blog content gets more clicks and the growing interest and loyalty of the audience towards our blog content. The report will also include further recommendations and changes.

Guidelines for Official BHC Social Media Accounts

- The web editor will conduct the organization’s social media presence according to general professional and ethical guidelines on behalf of the organization. As such, social media content should
    - be informative and nonpartisan;
    - refrain from accusatory, inflammatory, or otherwise unprofessional attacks;
    - always maintain a respectful stance;
    - take care to post content that is relevant to the field and/or the organization, denounce harassment, and monitor all accounts to avoid spamming and bombing.
- Personal opinions and sensitive organizational information should never be shared through the BHC social media accounts.
- Issues of a sensitive nature should be brought to EMOC for discussion, who may decide to consult with the executive committee and/or trustees for an official organizational response.
- Our social media strategy prioritizes open access strategies, ensuring that our content is readily available and easily accessible to all segments of our audience. To do so, we will leverage a diverse array of social media platforms, each chosen for its unique strengths and audience demographics, to disseminate our content widely and inclusively. This approach also includes adopting universally accessible formats, and ensuring that our content is understandable, engaging, and optimized for low-bandwidth environments.

Additionally, we will follow best practices in digital accessibility, such as providing alternative text for images and using captions or transcripts for video content.

Endorsed by EMOC, December 12, 2023

Endorsed by Board of Trustees December 18, 2023

Date of Adoption: December 18, 2023.