



Why Liveblog?

The reality of the balance between modern life and Society life is that not everyone can make it to every event. For many Society participants, one event a month is an extravagance and two or three a year is the best they may get, even if they're only local events they have to run. Events, however, are one of the best ways to build the community of the Society as we celebrate tournament victories, delight in fascinating arts and sciences projects, and enjoy the camaraderie of our fellow medievalists.

A liveblog, then, is a great way to keep those who can't make it to your event in the loop and let them experience and share in the fun in a small way from home. Further, a liveblog is a great way to build the follower count for your Page as people will like it in anticipation of the liveblog and likely stay connected even after the event is over.

When we are talking about liveblogging an event, we're not necessarily talking about the same granular, up-to-the-minute liveblogging that accompanies some conferences and press announcements (for an example, Google "liveblog Apple event" and see how detailed they get). Most branches will be posting on their Facebook Pages, and that frequent and short of posting will turn people away or make them hide or unlike your Page. If you have a Twitter handle, this is the perfect venue to do quick, frequent updates. For Facebook liveblogging on a general event, aim for four to six posts throughout each full day of the event, spaced out at least a couple of hours apart. If you are liveblogging a major tournament such as a Crown or Coronet List, consider creating a separate Page just for the updates for that event, so that people can specifically like that Page to keep up with the results with the expectation that it will be coming frequent and fast. If this isn't ideal, create one post for the tournament and update it using the comments.

Set the Expectation and Fill It

One of the keys to a successful liveblog is building expectation and anticipation that the blog will be available. Advertise that you'll be hosting a liveblog several weeks in advance and mention it at least once a week until the event arrives. Post about it the Thursday before the event. The importance of this is simple: you want people who want to read these things to tune in and you want the people who don't want to read them *not* to tune out of your Page completely when they see a higher-than-usual amount of posting throughout the event.

Liveblogging Do's and Don'ts

- *Don't go overboard, keep it to a few posts*
- *Do give people advance notice to expect it and tune in*
- *Do use pictures and video if possible*
- *Don't spoil surprises, especially at Court*

To run a successful liveblog, you'll need someone in charge of it who is comfortable enough with Facebook (and Twitter, if available) to be able to post from your Page from a mobile device. If that person isn't already an administrator on your Page, they'll need to be given admin rights for the duration of the event (for Facebook, you can use the Content Creator admin role to ensure they have no

higher level of access than they need for this). We strongly recommend this person have no other major duties during the event because it's easily likely they'll become occupied with their other responsibilities and miss posting on time or at all. This is a perfect opportunity for a mobile-savvy, trustworthy young person to get their foot in the door with volunteering.

If the device is capable, be sure to incorporate a photo or video with your posts. This will increase the engagement and encourage more people to comment and share.

Displaying Proper e-Courtesy

As modern technology can be very distracting from our medieval atmosphere, your liveblogger should take care to step away from the high-traffic areas to post their updates, particularly if they're using a tablet or laptop. If you are liveblogging a tournament, you'll obviously need to stay close to the action, but try to be one step removed from bulk of people's vantage point (such as in a separate pavilion behind the main populace row).

One of the most important best practices we can advise is to be careful not to spoil surprises for the people who cannot make it. If a major award is announced on-the-spot during the event before the actual Court (such as an elevation to a high-level order), give the individual 15-30 minutes to be sure anyone who couldn't make it to the event gets a personal phone call before they see it on Facebook.

Court is a key area where a liveblog has the capacity to spread enthusiasm but also spoil surprises. Be certain to communicate with the Crown (or other landed nobility) that you are liveblogging the event and ensure they are comfortable with a post following Court. If they have any reservations, follow their lead on how and what to post. Because there's a lot going on before, during, and right after Court, we encourage you to post once afterwards about the Court with all the details.

Take good notes throughout so that you can get names and awards right and try to incorporate details such as the name of their branch of residence or a note about why they got the award. Set your whole liveblog off by at least 15 minutes after the end of Court to give recipients time to get in touch with loved ones who couldn't make it. Never blog about an award that wasn't actually given out; if an individual is called into Court and isn't actually at Court, only blog about the award if the landed nobility formally awards it *in absentia* (this practice varies kingdom to kingdom). If they choose not to award it at that time or it isn't clear that they actually awarded something, don't mention it at all on the post. Above all, when in doubt – leave it out.

Wrapping Up

Be sure your last post after the event is a thank-you to your staff, volunteers, and other people who contributed to the event. This last post is a great opportunity to recognize anyone that went well above and beyond to make your event a success.

In the days after your event, take advantage of the higher number of fans to get feedback about your event. Ask for people's favorite moments, ask if they enjoyed the liveblog, and get constructive suggestions for things people would like to see the following year.