

## Newfoundland and Labrador Beekeeping Association

### Editorial Policy for newsletter, social media, etc.

21 June 2017

This editorial policy has been approved by the Newfoundland and Labrador Beekeeping Associations' (NLBKA) board. It provides the framework for the production of the association's newsletter, *The Buzz from Here*, as well as the management and administration of its social media including its two Facebook groups, BBS/Forum, and website.

#### 1. General

Following correct scientific usage, the English common name of *Apis mellifera* shall be "honey bee" in all NLBKA documents and correspondence. With respect to *Bombus* species, the English common name "bumble bee" shall also be used.<sup>i</sup>

#### 2. The Buzz from Here

- Currently, the editor of the newsletter is Cody Reid, NLBKA communications committee.
- The content of *The Buzz from Here* will focus primarily on beekeeping, honey bees, and native bee species in Newfoundland and Labrador.
- The newsletter will be free of sexist, racist and homophobic content. Content must be respectful although it need not avoid controversy.
- Submissions from NLBKA members will be strongly encouraged, no matter what the writing ability of the author.
- In recognizing the importance of gender parity in all NLBKA matters, submissions from female beekeepers will be strongly encouraged.
- Photographs from NLBKA members will be strongly encouraged.
- All submissions to the newsletter in the way of articles, letters to the editor, and photographs may be edited for length, content, etc., according to the whim of the editor, and the editor will not seek approval for any edits from the authors. Authors submit to the newsletter knowing that their contributions are subject to edit.
- Canadian spellings (not U.S.) are the norm.
- The unit of measure will be metric to the greatest extent possible.
- By-lines for articles and photographs will be included to the greatest extent possible. Editorial content may not always be signed.
- The content of the newsletter will always be vetted by another NLBKA board member prior to publication.
- The newsletter will be published a minimum of two times per year.

- A copy of the newsletter will be placed on the public record at the Centre for Newfoundland Studies at Memorial University as well as at the Newfoundland and Labrador Public Library at the Arts and Culture Centre in St. John's.
- The newsletter is distributed free of charge to members by email.
- Back-issues of the newsletter will be placed on the NLBKA website in pdf format. However, a recent issue will not be placed on the site until the next issue has been published (or almost published).

### 3. Social media

- Currently, the private (secret) Facebook group is administered by Peter Armitage and Cody Reid. The public Facebook group is administered by Peter Armitage, Barry Hicks, and Cody Reid. The BBS/forum is administered by Peter Armitage and Dave Ellis.
- Members of NLBKA social media are free to post whatever they please; postings are not moderated by the administrators.
- However, sexist, racist and homophobic posting to social media operated by the NLBKA will not be tolerated.
- Content must be respectful towards participants. Abusive, disrespectful content will not be tolerated. Participants who engage in abusive, disrespectful commentary will be warned and then removed from the social media if they persist.
- Peter Armitage subscribes to *Google Alerts (Daily Digest)* which is an online news media scanning service. Online (digital) news reports related to beekeeping anywhere in Canada are scanned daily. Stories may be reposted to NLBKA social media if deemed relevant and newsworthy, even if not consistent with the views and policies of the NLBKA board. Content reposting is at Armitage's discretion.
- New content is added to the social media as frequently as possible in order to maintain participant interest.
- Daily news stories and other content are added to the BBS/forum and private Facebook group with greater frequency than to the public Facebook group, because the added content is considered a member benefit.
- Some commercial content (e.g., advertising) is acceptable. However, spam is not acceptable and will be deleted by the administrators. Spammers will be warned and then removed from the social media if they persist. The definition of "spam" is entirely discretionary on the part of the administrators.
- On rare occasions, NLBKA members may be asked not to repost or otherwise distribute content that is intended ONLY for the members (e.g., on the private Facebook group or BBS/forum). Private NLBKA content reposted to the public NLBKA Facebook group will be deleted. NLBKA members who do not respect requests not to repost or redistribute NLBKA content may be named and warned publically.

#### 4. Website

- Currently, the website is managed by Peter Armitage, NLBKA communications committee.
- The content of website will focus primarily on beekeeping, honey bees, and native bee species in Newfoundland and Labrador.
- In keeping with the NLBKA's commitment to science/evidence based beekeeping and policy with respect to honey and native bees, the website will maintain a section dealing with scientific research related to bees and beekeeping.
- The website will be free of sexist, racist and homophobic content. Content must be respectful although it need not avoid controversy.
- New content will be added to the website as frequently as possible in order to maintain member and public interest in it. Stale content and URLs/hotlinks will be removed as frequently as possible.
- Submissions from NLBKA members will be strongly encouraged, no matter what the writing ability of the author.
- In recognizing the importance of gender parity in all NLBKA matters, submissions from female beekeepers will be strongly encouraged.
- Photographs from NLBKA members will be strongly encouraged.
- All submissions to the website may be edited for length, content, etc., according to the whim of the website manager, and the manager will not seek approval for any edits from the authors. Authors submit to the website knowing that their contributions are subject to edit.
- Canadian spellings (not U.S.) are the norm.
- The unit of measure will be metric to the greatest extent possible.
- By-lines for articles and photographs will be included to the greatest extent possible.

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<sup>i</sup> “The common name, honey bee, is correctly written as two words although it frequently appears as a single word. By convention of the Entomological Society of America, an insect's common name is two words if the insect is classified in a taxonomic grouping to which the name applies. Thus honey bee, bumble bee and house fly are two words (because the first two are bees and the house fly is a true fly) but dragonfly (not a true fly) and ladybug (not a bug – it is a beetle) are one-word common names. Frequently, honey bee is hyphenated when used as a compound modifier placed before the word it modifies (i.e. honey-bee physiology)” (Dewey M. Caron and Lawrence John Connor. 2013. *Honey Bee Biology and Beekeeping*. Kalamazoo, MI: Wicwas Press, LLC).