



# The Parting Shot

by Thom Jorgensen

There has been a lot going on the last few months, so it's probably a good time to catch folks up on what has happened behind the scenes. First part of this Parting Shot is about the MLA Webmaster duties, second part is just about being a good MLA citizen on the internet.

Two years ago Jeff Wilcox invited the MLA to share camp with him and hunt public land near Grayling. This year he renewed the offer and a bunch of MLA members came from far and wide for the hunt. The weather didn't really cooperate and we all made the best of camp with food, fires, and stories. I chatted for a while with Chris Gault about web design and as time passed it became clear to me that he is a true professional with expertise in this particular area of technology. While I'm quite proud of the overhaul I did last winter, when it comes to writing code I'm just a hobbyist. Chris has all the coding knowledge, plus experience with all the current trends in social and search engine optimization. Just as Paul Wilburn recognized my potential as the next MLA Webmaster, I found a found a willing and capable candidate for my own replacement. Upon receiving Chris's request to take over Webmaster duties, I made the motion to council that Chris take over as the MLA Webmaster. I volunteered to maintain the existing site for as long as testing and turnover takes to create a superior website. The motion was carried and in this issue of STICKTALK you should find his name listed as the MLA Webmaster. Welcome to the team Chris!

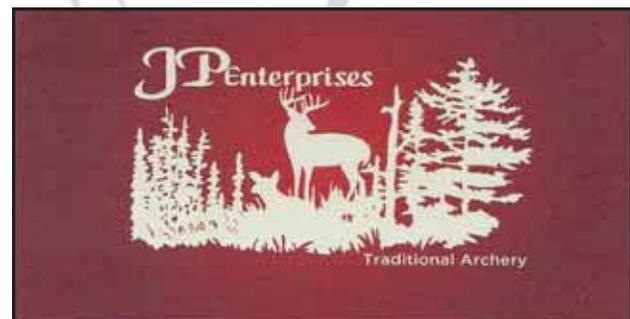
The other change was conceived during another hunt, this time it was Georgia deer hunting with Steve Angell. Steve invited Nick Viau and me down to get a jump start on whitetail hunting back in September. Nick and I got to talk about a great many things in our collective 1,800 miles together that weekend, but one thing that stood out to me was his insights on social media trends. This year's GLLI was still in the recent past and the results of our first survey were still fresh in our minds. It was obvious that our Facebook fan page would soon have more "friends" than card carrying members. Our "friends" also represent a wider diversity of interests and beliefs. Nick and I have both seen social media sites get trolled by special interest groups, turned into unpaid advertisements, and much worse. I spent some time consid-

ering what makes this group what it is and I chased it back to the original charter. This is about longbows. I spent some time considering things I've seen go awry on other sites and with other groups, then I wrote a "social media code of conduct" that I believed would hold our core values. I sent this to council as a guideline for what we would expect of both our member and non-members on our Facebook page today, and whatever social media channel we may use in the future. I'm not a fan of bureaucracy, but I felt it would be best to arm administrators with solid guidelines with what we would allow on our web presence. At the same time I sought to create a check and balance system to ensure that our members and friends both get the opportunity to share anything that does fall within our bylaws. The motion was made to council and it was passed without modification.

The Social Media Code of Conduct is available at: <http://michiganlongbow.org/archives/FacebookCodeOfConductv1.pdf>

The MLA bylaws are available at: <http://michiganlongbow.org/archives/bylaws.pdf>

If anyone has any suggestions for the next revision of the document please feel free to reach out to me or any other council member with them.



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