



Sands of Time - Local and Family History Conference  
21st to 23rd October 2022

# Building a family history society for the 21st century.

Presented by Fran Kitto, [travelgenee.com](http://travelgenee.com)

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Intro to the notes:

If you attended the Sands of Time Local and Family History Conference in October 2022 you might have caught my talk on building a family history society for the 21<sup>st</sup> century. The following is the collection of slides I used and the talk. Throughout the talk notes are additional thoughts and website links to some examples of sites online that I used or can be useful when building your society for the 21<sup>st</sup> century. Plus the slides, notes and extra comments for the sections not covered in the talk on the day.

If you are into correct grammar remembers these are just notes and comments so I apologise for the odd fonts and noncomplete sentences and other things that will frustrate you.

Finally, there is your “customer experience” bonus – 3 more topic to consider, community, communications and content.



I’m Fran Kitto, my interests are travelling, family history & techie type stuff like blogging. I’m a NRL Melbourne Storm & Chelsea FC fan, RootsTech Influencer, #ANZAncstryTime Host & coffee drinker. Webmaster and social media guru for Caloundra Family History. And by day I work to fund all of this.

Today I am talking about building a family history society for the 21st century. Disclaimer – These are my ideas or ones I derived from previous work experiences, research and googling online and not necessarily the views of the society [Caloundra Family History Research Inc.](#), (CFH). The content is fast and furious though there’s no

need to take notes. On my website, [travelgenee.com](http://travelgenee.com) there will be the slides, extensive notes and links sources and more.

# 1. Society's commitment to grow and adapt.



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## 1: Society's commitment to grow and adapt.

If you want to build a family history society for the 21st Century you need to make a commitment to grow and adapt. This is a big commitment. It will not be easy. It will take time, take lots of thinking, understanding members requirements, transitioning to a different offering to attract new members while keeping current members happy and even some failures along the way. With the ongoing advances in technology, changing population demographics and the changes to our lifestyles caused by Covid 19 our family history societies are being forced to adapt and change if they want to survive.

Today I will cover a number of topics to consider when embarking on this path. Some of you might be planning changes already so included are some my thoughts to help you progress your commitment to making your society more resilient. Some pitfalls to avoid and help prioritising changes. If you are just considering what to do I hope that I do not put you off and the suggestions help improve your path to success.

# Content

1. Commitment
2. Planning
3. Customer experience
4. Branding
5. Websites
6. Social Media
7. New Membership
8. Current Membership
9. Volunteers
10. Close

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Here is what am I planning to cover today and I warn you there are a sentence or two on concepts or words that can take time to study fully.

We have talked about Commitment. We will also cover

- Planning
- Customer experience
- Branding
- Websites
- Social Media
- New Membership
- Current Membership
- Volunteers
- Close statement

## 2. Planning

- Think strategically
- Planning skills
- Planning tools
- Experience/ skills



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To be successful you need to think more strategically - to make plans.

As one of the respondents said in the research I did recently, (more details later) "Perhaps they need to do strategic data analysis like a business - what is our membership demographic, how is it changing, how did they find us, what do they like/not like about the society, what are their interests?"

"How did they find us?", is a question CFH membership officer and president suggested I add to our joining form, on the website, a while back so *sorry June I will get onto adding this question one day.*

Do you have any experience writing a strategic plan?

Perhaps you have members with these skills?

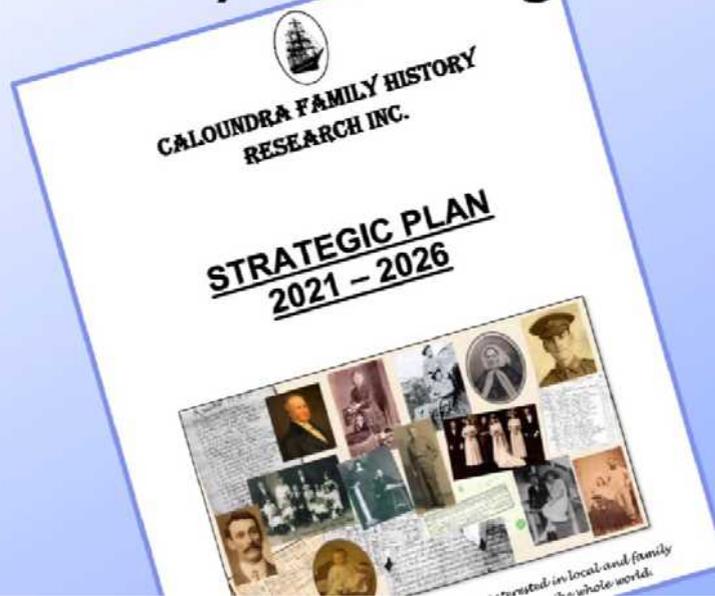
Have you heard of SWOT analysis? Strengths, Weaknesses (Internal)

Opportunities, Threats (External)

Perhaps you need to get outside help for planning?

And increase your own depth of knowledge on planning techniques.

# Case Study: Strategic Plan



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Case Study: Caloundra Family History has written a strategic plan with the help of the local Sunshine Coast Council. There were a few key members leading this and many other members, such as myself, got to input into the process that ended up with a written 5-year plan. It is important to bring the stakeholders (current members) together to examine the situation and help define a vision for the future so I was please to participate.

# Case Study: Strategic Plan



1. Background
2. Mission
3. Vision
4. Value Statement
5. Position Statement
6. SWOT (in the appendix)



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The CFH plan starts with a background, mission, vision, value statement, position statements with a SWOT analysis in the appendix. To start with these section forces you to understand more about your society, where you would like to head, dependencies on funding, for example, and more. Part of the process is to create context that leads to creating goals.

Why do I think that having a strategic plan is important. After it is written it makes you focus on what is required, what jobs to do, what is a priority . Say someone suggests a new idea that will take time and resources. You can go back and check if this fits into the plan. If not walk away from the idea or adapt the proposal so it does further your goals.

# Case Study: Strategic Plan



7. Objectives / Goals
8. Strategies
9. Implementation/Action Plans
10. Responsibilities
11. Timeframe

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I have a personal liking for this formation of objectives, strategies and action plans as it is very similar to plan formats I have used for previous plans I have written in business roles.

These plan sections cover objectives, called goals in this case. CFH chose 3 clear goals that are important for this society to success, what strategies will achieve these objectives and then created an implementation plan (action plans) to accomplish them. Finally, always set who is responsible for the action plans and a timeframe.

Make sure you are clear about what I mean an objective vs a strategy. Let's say you think your focus should be to attract new and younger members - working persons rather than just retired persons, for example. Ask yourself why, hunt for the reason you think it would be good to attract new and younger members. So you are think the objective you want more members, again I say WHY? – say be financially secure. Then this could be your objective. One strategy might be to attract new members, another strategy to increase membership fees another, source grants. Clarification between objectives and strategies is needed Then create action plans to successfully achieve our objectives via the chosen strategies. As I said in the beginning this is planning not easy.

There are so many options for objectives/goals, strategies and implementation/action plan options. How do you get started?

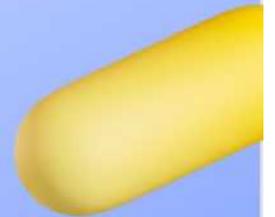
# Planning Tool: Brainstorming



- Creatively and efficiently generate a high volume of ideas.
- Creates a process that is free of criticism and judgement.
- May end with more questions than answers.



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Brain storming is a technique you can use to get going.

It helps have a moderator for this meeting to facilitate, guide the discussion, etc.

So, you end up with a list of statements.... Some useful, some not, some needing more exploring or explaining.

In my research I collected a variety of ideas from the respondents including:

- Processes - streamline these, test the processes
- Create an inclusive and safe environment / Promote belonging
- Engage current members, get more members, need volunteers.
- Locate / where is your target audience local, national, global.
- Understand members have different expectations – ask so you find out what these are.
- Need a SM for attracting younger persons – consider time and technology, SM strategy, policy?
- Leader – do not do it all yourself.
- Need a SM strategy
- What is your purpose with the website and social media
- List of resources.
- Roles of technology, social media and strategic planning.
- Transition between current and the new ways.
- Transition between current and the new ways.

You might end up with more questions than answers however brainstorming does creatively and efficiently generate a high volume of ideas on a topic by creating a process that is free of criticism and judgement. Brainstorming give you possible objectives, strategies and action plan ideas. Now you need to build these into a plan.

# Planning Tool: The Internet

- Make the Internet your friend
- Find detailed instructions
- Templates
- Examples of strategic plans

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More tools:

Even if you do not have strategic planning skills you can have a go as there is so much on the Internet with detailed instructions, templates, examples for strategic plans. You can even focus on plans for sports clubs for example, as they have many similarities to FH societies. So, make the Internet your friend for detailed instructions, templates, examples of plans.

A word of warning about a “set in stone” plan. In a rapidly changing environment, a plan set in place could become outdated so consider a more flexible process that allows you to achieve your vision while making ongoing adjustments based on changing conditions like funding and other internal and external forces. Review it regularly. Do not just put it in the bottom draw.

To progress the planning and implement successfully you will find that you need to learn about new concepts developed by successful businesses in recent years. Today I am going to cover one, a very important one: CUSTOMER EXPERIENCE.

# 3. Customer experience



- Understand your customers.
- Create a customer journey map.
- Create an emotional connection.
- Capturing and acting on feedback.

Have you heard that it is all about creating an experience? I'm not talking about customer service. Experience is different from service.

For example, if you book a vacation on the phone and the person you are speaking with is friendly and helpful, that's good customer service. Yet, if your tickets arrive early and the hotel upgrades your room, then that's a great customer experience! It is difficult to define a great "customer experience". That is why you need to do the thinking revolving around the planning. / Finding out what members value. When someone suggests we build or update to create a great website, for example, if you understand your "customers", your members, and what they value and only then you can create a website that delivers an experience.

At the NFHM closing talk Catherine Warr said, "Create an experience when holding events – bring new sessions, different speakers, broaden topics." That is 3 suggestions.

How do you convert your offering from a commodity to creating an experience? So you

1. understand your customers,
2. create a customer journey,
3. Create an emotional connection, and finally capturing and acting on feedback.

A business might use "Moment mapping" or a "customer journey map" to identify the stages of a customer's buying process and create more positive experiences. You can sit down with a whiteboard and write out the process and look for places to improve

the experience. However first you need to understand your members and potential members values and needs.

# Benefits of a positive customer experience

- Promotes loyalty.
- Helps membership retention.
- Helps make members advocates for your society.



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What does positive customer experiences achieve? It promotes loyalty, help membership retention and helps make members advocates for your society (Your product, your brand) - Why do you want this?

With loyalty and membership retention you have a pool of people for feedback that can supply insight your members likes and values, which can help get new members. Remember we need to understand our customers.

Finally, they can be advocates for your society and influence others to join.

The way consumers make buying decisions is changing with different people we are trusting to influence our decisions. People still consult friends and family for help with a purchase decision however a growing number of people trust their social media acquaintances – This is why promotion on social media has become multi-billion-dollar business. You need to be on social media making a brand for yourself. Become known as an expert, an influencer as this has become a key channel for buying decisions. And yes deciding to join a society is a buying decision.

Even with the move to social media influencing buying decisions your members will still play an important role being advocates for your society so they can influence the buying decision of potential members. Or attendance of events.

# Case Study: Accessibility

- Hours of operation.
- Online meetings
- Digital resources
- Services for distant members

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Let's look at delivering accessibility as example of customer experience.

One of the ways to create a welcome customer experience is to be accessible at times members and potential members expect resources to be available. Research shows that many current societies have hours not suitable for younger working members.

For working persons this is after normal business hours at night or weekends. Those with young families often have commitments like sport at weekends so after work is a preference.

Now here is the catch 22 – older, current members do not want/need this time as they are frequently retired. Getting volunteers can be difficult for night time support. Potential new members see no time the facilities are accessible to them. They do not join. No pool of new potential volunteers to service this time period. And membership remains static or falling. I suggest you spend time on accessibility in a number of areas like what time, what resources, how to access resources, physical needs, public transport?

Something else to consider is that your brand is part of the experience so you cannot afford to avoid thinking about this until the strategic plan is completed. You need to make some safe changes prior to the plan being finished. Let's talk about a little bit about your brand.

## 4. Branding

### Old way

- Define a target audience
- Features & benefits
- USB - unique selling benefit
- Niche occupied

### Adaptive way

- Fake it until you make it
- Be genuine
- "Tone of voice"
- Develop consistent usage



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As a brand manager years ago I would take time thinking and then write to document a brand including defining the target audience, feature and benefits, a USB - a unique selling benefit selling benefit, understanding what niche we occupied. What I am talking about today more the look and feel of the brand. The visual part potential members and current members can see. You will have to wing it if your strategic plans still under development.

Planning is a big job to get this all going so my advice is to fake it until you make it. Act like you are before you get there.

So you are thinking about creating a strategic plan however you have to keep open for business. You need to be genuine / while you are faking it. Change is happening at such a rapid pace so you cannot afford to stop and work out what to do and how to do it. You are still promoting talks, accepting new members and lots more. If you stop completely and write the plan strategic opportunities will be lost. Plus, the environment (in marketing terms this is social, political and economic environments) keeps changing. You will need to constantly adapt to changes.

One way to check yourself is to understand the tone of voice you talk and write with. It is a term used in marketing and blogging to describe beyond just the spoken tone to include writing. Tones range across different types of writing. Do you want to be formal, informal, encouraging, assertive, friendly, humorous, serious, respective, for example.

Whatever you are doing you need to develop consistent usage of your branding to tell a consistent story.

# Basic Brand Kit

## Brand logo

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### Favicon examples



### Logo masthead



## Brand colour



## Brand font

TravelGenee:  
Special Elite  
ANZAncstryTime:  
Happy Monkey  
CFHRI:  
Quattrocentro  
ALGERIAN  
The Wallpaper People:  
Sanchez

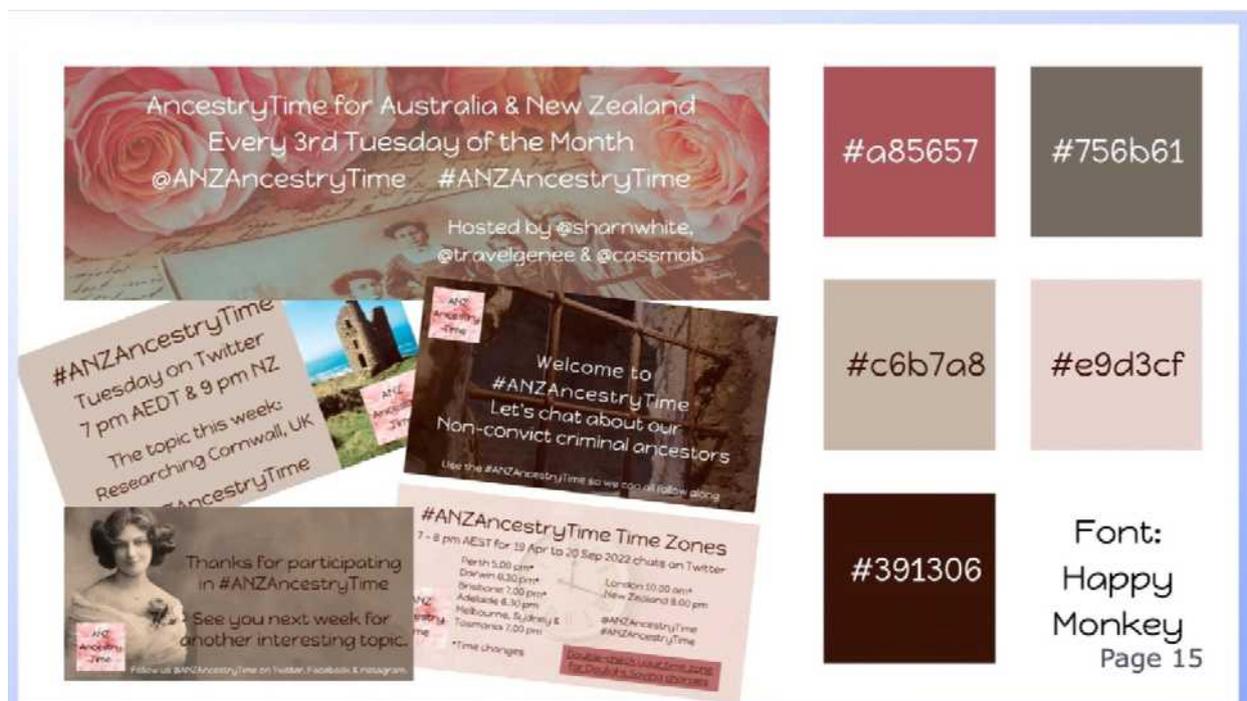
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To help volunteers that have rolls creating material you can build a basic brand kit. Include a logo, brand colours and fonts plus some descriptor words" that make up your "tone of voice". E.g., Respectful, enthusiastic, enquiring. A theme board with examples can further clarify your brand.

Start building a consistent look and feel brand that supports how you wish to be seen, you tone of voice even before completing a strategic plan.

Even before you complete a strategic plan you probably know your "tone of voice" (Not what you said but how you said it.) Or how you would like to be seen. Use your tone of voice to check you are being genuine. Make sure the quality of your product offering and content are the right tone to represent that you are genuine. Start building a consistent brand that supports this. E.g, start simple with using a limited range of colours and a limited range of fonts. 2 is a good number. Messages use the official logos, colour values, fonts and voice as this will help set you apart and make your recognisable and will not damage your future ideal brand.

Here my recommendation is to not change your logo until you complete the strategic plan and review your branding. However, limit your colour palette and fonts. And use these in as much as you can for a consistent story.



This slide shows part of the brand kit for ANZAncestryTime and how the kit can help create a consistent with a quick look and feel for a brand.

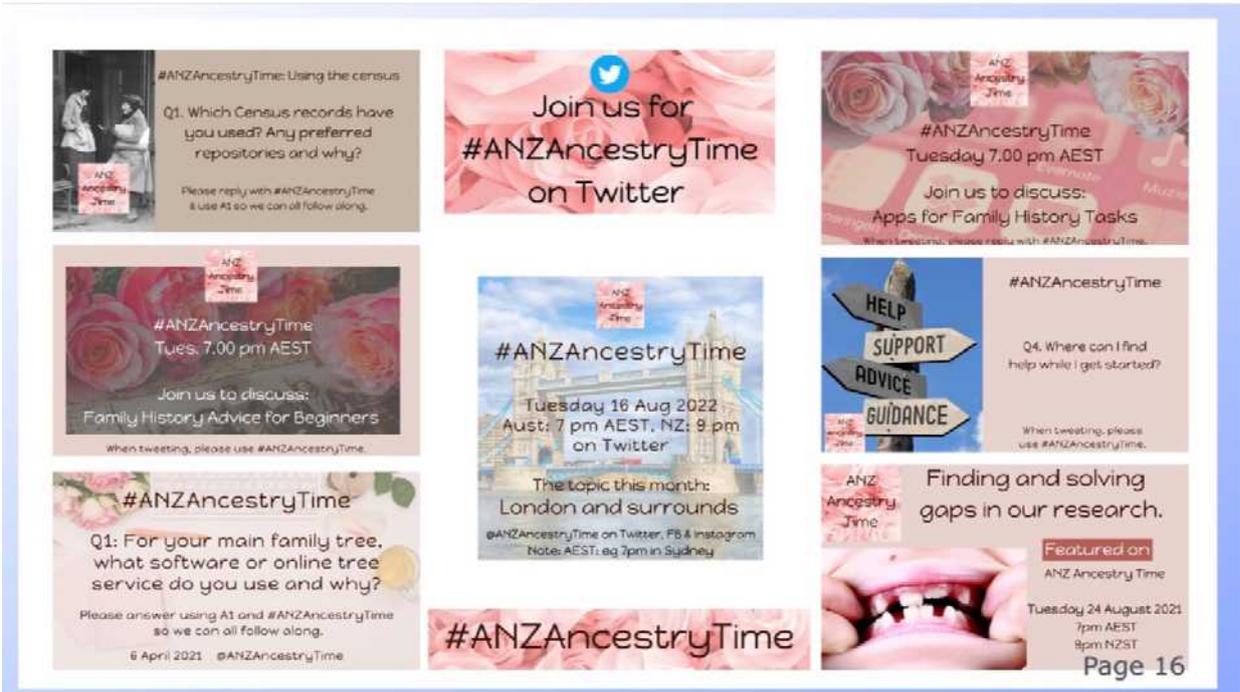
Fonts need to be: Use fonts that work both off and online.

Readability and have scan-ability – run your eyes over the text – especially on screen. Simplicity (except for some logos can be more complicated.)

Show your mood, your voice by images.

An area you might wish to research is font types

Serif fonts are classic, formal, or elegant, while sans-serif fonts are modern, minimal, and friendly. Script and display fonts.



More ANZAncstryTime examples.

## 5. Website

- Part content / Part look and feel
- Why do we need a website?
- Attract new members
- Engage members
- Generate revenue

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Websites is an area you can do some improvements prior to completing your strategic plan.

Websites are part content and part look and feel.

Why do we need a website? It's about seeing the value of membership.

Help to attract new members when they see the benefits of joining.

Engage more members > retain current members.

Some even generate revenue, e.g., Member dues, Special events for members and non-members, an online shop selling physical and digital products, Donations, Sponsorships

## What is expected from a membership website?

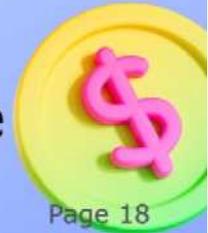
### 2 key requirements:

- Fill in forms online
- Pay online to get access to resources and the community.



Easy ways to join and pay online

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What is expected from a membership website? Research shows that there are 2 key components to a membership website.

Fill in forms online, pay online to get access to resources and the community.

To repeat myself, more and more people expect to find easy ways to join and pay online. Then to get access to the resources and the community.

## What else?



- Password locked member-only area
- Join us page and membership form
- Events calendar
- Online event registration
- Newsletters
- Member forum
- Member directory
- Online store
- Cancellation & returns policy
- Social media integration
- Slide shows
- Society history
- Credit card facilities
- Blogs
- About us page
- Privacy policy
- Family history content

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What else are they expecting to find in a membership website?

Here is a large list on the slide.

I wish to stress that “Password locked member-only area” signals value in being a member so is a serious feature after join and pay online. The other examples on the slide are later repeated in the notes.

Measure your societies website performance. Is your website actually supporting your goals? Do analytics, tracking, traffic, followers, engagement. Explore where your traffic is coming from, optimise your site for search engines. Google analytics can be useful. Balance this will the time taken to monitor analytics.

# Building a website

- Blogger / Blogspot from Google.
- WordPress.org (self hosted).
- WordPress.com (web based builder).
- Square Space.
- Hubspot.
- Wix.
- Weebly.

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As most of you will have a website so here are some quick thoughts about building a website.

Most standard website building packages don't come with the features required to run a membership site, so you might have to purchase some features.

What type of website platform should you build on?

Blogger / Blogspot from Google is free

2 types of WordPress, **WordPress.com** which is a web hosting company.

Then, there is **WordPress.org** also known as self-hosted WordPress As these are the most popular platforms if you select one of these options this means that you possibly have members with website skills that will volunteer.

There are many other options like square space (\$) - simple without much customisation.

Wix – starts with a free lite plan. Not controlling your own destiny.

Hubspot – (\$\$) integrates CRM – not really necessary for societies

(Customer relationship management)

Weebly ecommerce by [] square. Starts with free lite plan.

However, I am biased to WordPress self-hosted option so you maintain control of your website.

Other drawbacks of handing over control to the various other web-based builders vary by platform and include:

- Your ability to customize your website is restricted.
- Limited design themes options and the ability to customise them.
- You can't choose your own hosting company or move easily.
- You have limited access to plugins which limits functionality options.
- You have very limited or no eCommerce options.
- Charge for additional features.
- Do not focus on membership options.
- Do not have features you require

# Case study: CFHRI Website



Over time I have worked on the Caloundra Family History website with 2 strategies in mind.

1. To attract new members.
2. To provide functionality for current members that will increase the value of their membership.

We have introduced online application to join, credit card payments, membership management functionality like automatic sending of emails for annual fee payments,

CASE STUDY: Each time I build a different section of the CFH website I walk through the process like I am the user in an attempt to enhance the customer experience. I review the proposed changes against the strategic plan.

After this other committee members typically get extra-long emails with questions and suggestions so that the process goes from end to end. (E.g. each time I amend our joining form it test it to try and make sure the experience is positive. Though there are failures – resetting our passwords has been a bit of a nightmare for some members – a bad experience.)

# Case study: CFHRI Website



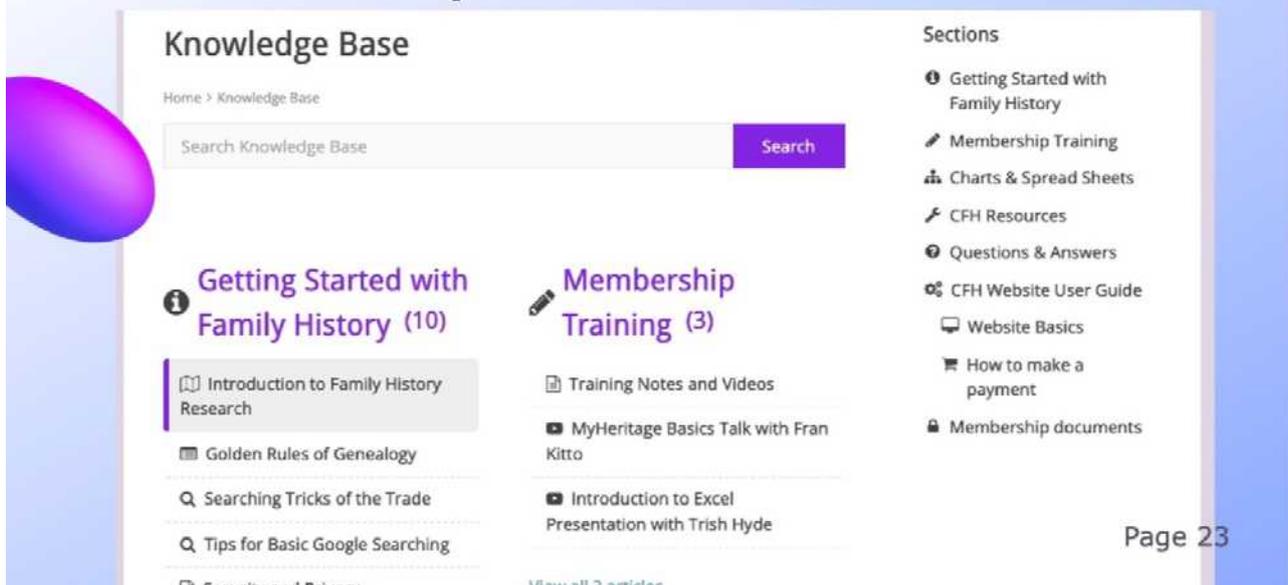
The events calendar links to each event and the ability to sync the calendar into your personal calendar

The events plug in we use has loads of features like online registration for an event, ticket management, if required. Included is tagging, maps, that links out to Google, reoccurring events, etc.

In the members only area we keep things like membership contact detail and require members to log in so the information is not publicly available. Privacy, security and being trustworthy is something our members look for on our website.

We included all the information that the earlier website site contained such as the library catalogue however with improved web-based functionality making this index searchable rather than having to down load 4 large pdf for different media types and then search on your computer.

# Case study: CFHRI Website



The screenshot shows the 'Knowledge Base' section of the CFHRI website. At the top, there is a search bar with the text 'Search Knowledge Base' and a purple 'Search' button. Below the search bar, the page is divided into two main columns. The left column features a large purple circle icon and the heading 'Getting Started with Family History (10)'. Underneath, there is a list of articles: 'Introduction to Family History Research', 'Golden Rules of Genealogy', 'Searching Tricks of the Trade', and 'Tips for Basic Google Searching'. The right column features a large purple circle icon and the heading 'Membership Training (3)'. Underneath, there is a list of articles: 'Training Notes and Videos', 'MyHeritage Basics Talk with Fran Kitto', and 'Introduction to Excel Presentation with Trish Hyde'. To the right of the main content, there is a 'Sections' sidebar with a list of categories: 'Getting Started with Family History', 'Membership Training', 'Charts & Spread Sheets', 'CFH Resources', 'Questions & Answers', 'CFH Website User Guide', 'Website Basics', 'How to make a payment', and 'Membership documents'. At the bottom right of the page, it says 'Page 23'.

Another area is the knowledge base that started with the information from a folder we handed out to new members with a mix of documents and forms to help start their family history. This assumed all new members were beginners. Now any member, new or existing, can access the information and forms they personally require. They can print off paper version or use digital formatted like MS word, MS excel, or PDFs, depending on their personal preference. Now all members have digital access to forms and information 24 hours a day, 7 days a week. This is us trying to be more valuable, more accessible for members

# Case study: CFHRI Website



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A website needs to amplify your voice and identity. We relaunched the website with a bright new clipper on the front page – our landing page – that was based on the concept from the hand drawn clipper we had been using for a logo.

The image contained our purples, yellow and adds some pink and blue with black or white for text. We also predominantly use a font called Quattrocento on website images – seen in the earlier brand kit examples slide. It is said to be Classic, Elegant, Sober and Strong typeface with wide and open letter forms making it very legible for body text at small sizes especially on screens. And their tiny details that only shows up at bigger sizes make it also great for display use.

Each event and most pages on the website have an image that is also used for social media thus combining our style over multiple mediums.

# Case study: CFHRI website widgets



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Now you might be thinking this easy for me however it is not. I am so creatively challenged when it comes to creating graphics so I use Canva. For those of you that have not heard of it, "Canva is an Australian graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content." (Wikipedia). You can sign up for the free version. On the slide are some of the website widgets (small promo images) I created in Canva.

And that leads us to social media. Should you, or shouldn't you?

## 6. Social Media

- The Top Australian Social Media Sites By Web Traffic: YouTube, Facebook, Twitter, Instagram, Reddit, LinkedIn.



In Feb 22, 21.45 million Australians were active social media users.

- Meet social media users on their own turf.
- Bring along non users.

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Popular social media platforms are Facebook, YouTube, Facebook, Twitter, Instagram, Reddit & LinkedIn. Most favourites also include messenger, WhatsApp TikTok and Snapchat with FB and Instagram together equating to a 43.4% share of Australians most favourite social media platforms.

In February 2022, 21.45 million Australians were active social media users.

That is nearly 83% of the population have active social media accounts. A 4.6% increase on 12 months before.

In February 2022, 30.3% Australians state they used social media when looking for information about a brand. This is down from 32.4% in October 2020 (Source, Source, Analysis: Genroe) / 98% of Australian users access social media via a mobile device. (Source) <https://www.genroe.com/blog/social-media-statistics-australia/13492>

Which platforms? How many? I suggest you select ones some members use as a starting point. Don't pick too many as there is a learning curve. I would recommend to start with 1 or 2 at the most to start. With CFH we started a page - for anyone to view and added a closed group for members only later.

You need to learn how to use social media, create content and tie it back to your program, especially if you have public events.

As many of your potential members, younger and working persons, use social media do you have the choice to avoid it? No. Meet SM users on their own turf. Also bring along non users.

Another thought: Accept that it is not for everyone however it is the chosen way many communicate with friends and extended family, network for careers, find people across the globe with like-minded interests, share thoughts, feelings, insights and emotions.

Deliver to your members via social media & blogs – While a Facebook post might not solve a brick wall it is a useful way to stay in contact with updates of databases at the big 4 sites and many other online sources.

# Social Media: Getting started

- Get a good handle.
- Use sites to check availability.
- Set up your profile images to match your brand style.

.com Unavailable	Facebook Unavailable	Twitter Unavailable	Tumblr Available	Reddit Unavailable
Stack Available	Twitch Available	.net Available	myspace Available	YouTube Available
Meetup Available	Pinterest Unavailable	Corbbble Available	.org Unavailable	GitHub Available
Vimeo Unavailable	.info Unavailable	Penbuarner Unavailable	FourSquare Unavailable	.OS Available
.io Available	aboutme Unavailable	Flickr Unavailable	Wordpress Available	Blogger Available
Venmo Available	Cash App Available	.it Unavailable	.me Available	deviantart Available



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Like website many societies have SM however are you using it successfully?

Get a consistent handle – avoid different ones for different SM platforms.

A social handle is more than a simple moniker; it's a communication tool.

What is a handle I hear some of you saying? For me it is @travelgenee. You can find me on Twitter, Facebook, Pinterest & Instagram @travelgenee. My genie friends have handles also e.g., @Cassmob. Work is @Wallpaperpeeps.

Consider your handle this way - Your audience or followers will use this unique identifier to find your brand on SM

*Facebook, @mentions your society in tweets and Instagram stories and tags you in social media posts. Thus increasing your profile and presence in the community.*

A handle is really the gateway to much social media engagement. This is why I dislike inconsistent handles. When I go to share and struggle to remember a handle, I do not tag them. They miss out being recognised to my followers.

There are sites allow you to check the availability of usernames and handles across hundreds of social media platforms: Namechk, Namecheckr, CheckUserNames, KnowEm.

As a public username, a handle often doubles as a login credential. Indeed, most social platforms formally refer to it as a username instead of a handle.

But not all usernames are handles.

After all, no one else cares about your bank account username, since nobody but you will see or use it. But everyone can see your Twitter handle, even if you tweet privately. That's why choosing the right handle matters for your brand image.

#### Social Media Handle vs. Display Name

Depending on the social network, you'll likely be able to choose a display name that's different from your handle. More than one account can use the same display name, but a handle is totally unique to you.

In that sense, a handle is more like a Gmail address or bank account number. It's truly one of a kind. Unfortunately, this means your ideal handle may not be available. But, as notes above, there are some ways to get around this by using a name checker.

More handle notes: Easy to spell and pronounce. Short and sweet, easy to remember, spell, brand consistent. Easy to find. Remember handles need to be in alignment with your brand identity. It needs to fit your social media presence, is distinctive and fits the content. When supporting others like sponsors and one of my one of my annoyances varying handles between different social media sites.

# Brand: Social Media Handle



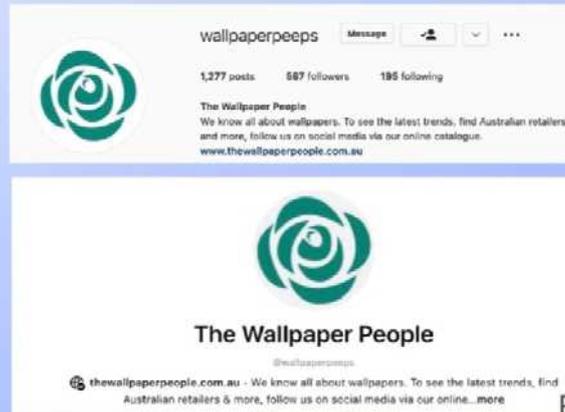
If you have handles already see if you can align them as some platforms let you change them. E.g. Facebook and Twitter.

Here is Pauleen, AKA CassMob and my TravelGenee on Twitter.

You can see our chosen display names and under these our handles. Other information you can add like website links, location, a bio are all part of setting up your profile.

# Social Media: Set up Your Profile

- Set up your profile images to match your brand style.



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Set up your social media profiles to match your brand image being consistent across platforms. Or go back and fix it.

The slide is an example from work.

(The slide is a handle example from work where we have a consistent handle over

Facebook, Twitter, Instagram and Pinterest. Our registered trading name is “The Wallpaper People”. This was too long for some social media platforms so we selected @wallpaperpeeps – Peeps is a common term used on social media for to refer to a person’s friends or associates.

At work we use the same profile descriptions and logo images on social media and masthead images match those on our website. Synchronising Social Media Profiles / websites give consistency to your brand image.

Remember, once you have a strategic plan then check your brand / social media profile is unified with the plan and rest of the societies’ programs. Look for changes you can make to improve customer (new members) and membership experiences.

# Social Media: Making Life Easier

- Learn how to use automation, scheduling.
- Have a calendar plan or flow chart.
- Make your content interesting, relevant and genuine.
- Repurpose content for journals, web, social media.
- Use #hashtags
- Think twice before you post to social media.
- Consider writing a social media policy.



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Use some automation to scheduling. A calendar plan and flow chart. Make your content more interesting, relevant and genuine.

To add variety to your language search for alternative work list on Pinterest text. More info on doing this and a link later in the end section.

Repurpose content for multiple uses. Like a blog post, a talk, training, social media story, etc

Google loves websites with regular updates and unique content so blog stories.

Remember a blog post is a bit like a newspaper. It is current news however it will still be around in the future as part of our history.

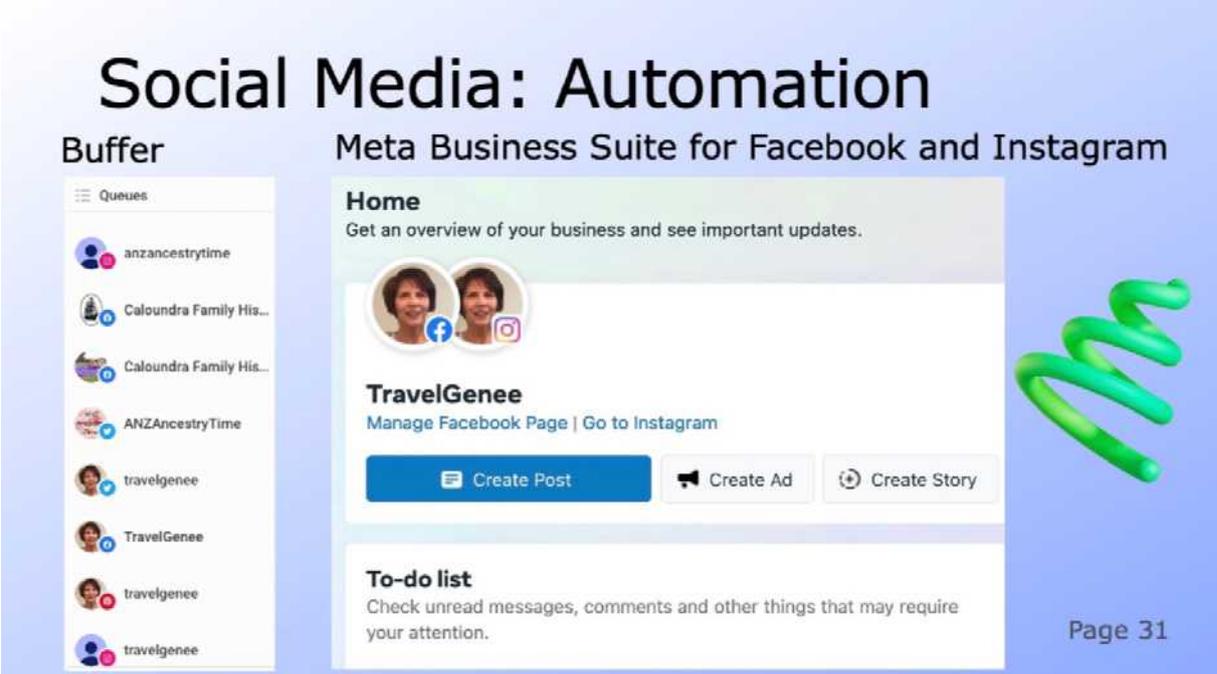
Hashtag - use these to increase your reach and engagement. Which ones to select? Research best practice. See what others use. How often to use them.

Currently Instagram recommends 3-5. Twitter this is 1-2, FB 2-3. Pinterest 2-5.

Think twice before you post to social media. Write a policy for conferences and societies.

A policy will help with handling both the positive and negative sides of social media.

# Social Media: Automation



The image shows two side-by-side screenshots. The left screenshot is from the Buffer app, displaying a 'Queues' list with several social media accounts, including 'anzancestrytime', 'Caloundra Family His...', 'ANZAncstryTime', and multiple instances of 'travelgenee'. The right screenshot is from the Meta Business Suite for Facebook and Instagram, showing the 'Home' dashboard for the 'TravelGenee' page. It includes a 'Home' section with a business overview, a 'To-do list' for unread messages, and buttons for 'Create Post', 'Create Ad', and 'Create Story'. A green 3D-style 'M' logo is visible on the right side of the dashboard.

Quickly some examples of ways to automate. One I have used for a number of years is Buffer. There is a free version with a limit of 3 channels and 10 posts scheduled for each channel at one time. Fortunately, I have a legacy product so it is not that expensive for 8 channels – an advantage of getting onto something early. Though 3 channels should be sufficient for most societies especial when you can manage Facebook and Instagram via Meta Business Suite.

There are many ways to manage your social media. With a special app like buffer, Hootsuite, Co-Schedule, Later, SocialBee, Agropulse and more. You can even post directly from some apps and web page where the main purpose is not social media such as within Canva. Free versions support a more restricted rang of functionality. They support different platforms and you can be limited by how many posts can be scheduled per channel at one point in time.

Platform have a variety of functionality post scheduling, reporting/analysis, customer engagement, content management, supporting the best time to post and more. Naturally, features vary between platforms.)

# Social Media: Automation

## Co-Schedule calendar



## Hootsuite planner



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Here is co-schedule useful for more prolific posting and can be expensive though it starts with a free calendar. The Hootsuite planner has a limited free plan also with 2 social accounts | 5 scheduled posts | 1 user.

Many integrate with other platforms and apps. E.g. Pocket, Feedly, and even My WordPress is set up to automatically post to Twitter and FB when blog posts are published. Some have media libraries of images included so you save time hunting for images that can be easily adapted and used without copyright restrictions. A bit time saver.

As you see they all vary so you need to trial them and work out which one is best for you.

# Social Media: Warning

Facebook defamation ruling by High Court exposes all page owners to lawsuits, not just the media.

- Social media policy
- Elect to be cautious
- Avoid controversial topics
- Moderate
- Be heavy handed if necessary
- Formulate timely responses
- Turn off commenting
- Select who to follow

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A 2021 “Ruling means victims can skip the trolls and pursue page owners because the court has found that the media organisations were in fact legally responsible for comments on their pages, even though they played no part in drafting the remarks, because they had effectively facilitated the comments being posted.” This leads to pages being responsible. Link to ABC article later.

- Social media policy – be prepared
- Elect to be cautious
- Avoid controversial topics
- Moderate
- Be heavy handed if necessary
- Formulate timely responses to criticism and complaints
- If necessary, even turn off commenting
- Select who to follow as some pages could be a bad look.

Despite warnings new technology mostly does not kill you or cause permanent damage, if you use it correctly – My Grandmother said TV would make you go blind - It didn't – I do not believe you can avoid social media so figure out what can it do for you? And get on board. It is the now way to communicate.

# Social Media: Target Audiences

- Older generations are on every social media channel.
- Tactics for younger generations will not work for older generations.
- Use appropriate language.
- Clearly outline benefits.



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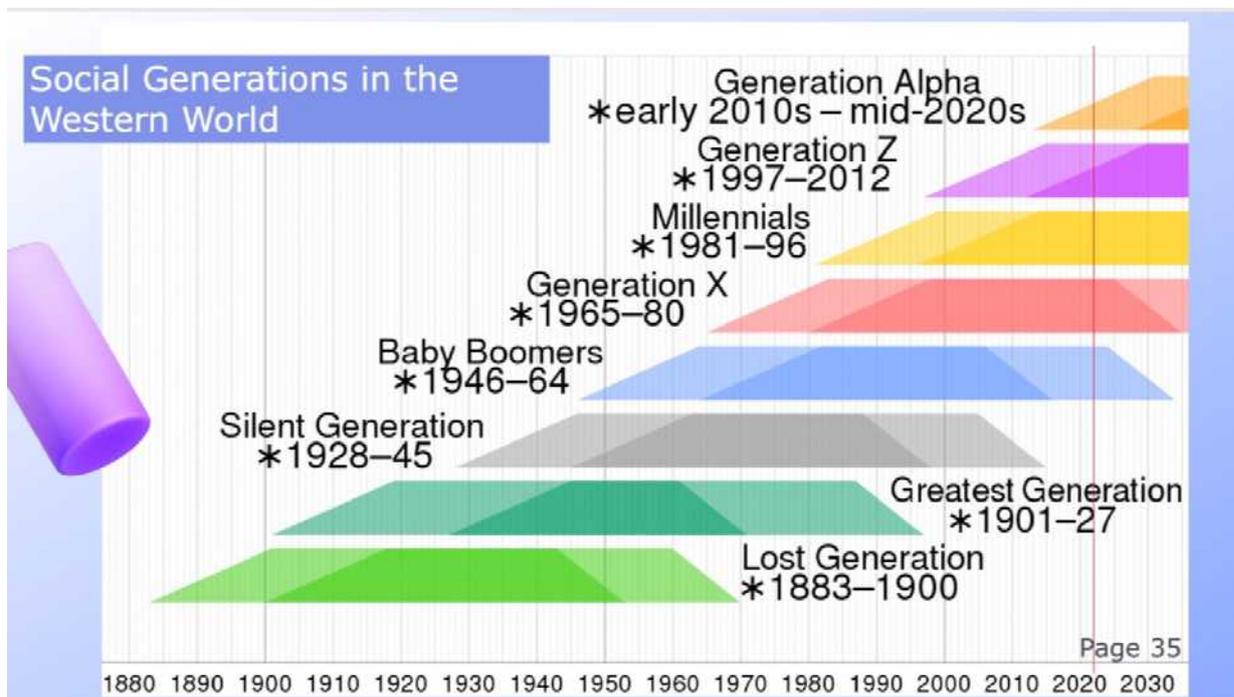
Let's talk a little bit about target audiences: First Gen Z and millennials aren't the only ones using social media. If you wish to target older demographics, you can still do this successfully on social platforms. They use it but differently. "Rather than taking selfies or giving out information regarded as personal, these older users enjoy filling up their timelines sharing articles, photos, and videos relating to their interests, and do so quite frequently." Ideal for family historians.

When targeting older demographics, be sure to use a different approach. The important trends and tactics for younger generations, like Gen Z and millennials, will not work for older generations & vice versa. For example, 62% of internet users ages 65 and older use Facebook, and 72% of 50- to 64-year-olds use it. Facebook has the highest number of users in these age ranges.

Similarly, tactics for younger generations will not work for older generations meaning you might need different posts highlighting different features and benefits to attract different generations. You need to adjust your language and clearly outline benefits for them. Another reason for attracting younger members who know what their peers value, their language and can help do this for you.

Be prepared to be less restrictive. Does everything need to be approved by the committee? Social media takes a bit of time so you need to let people go ahead and just do it. Another reason for a strategic plan and social media policy as this will give directions to the persons responsible and enable them to be quick and responsive with posting events and more.

More thoughts: Avoid fear-based tactics. -a common tactics used for getting seniors to purchase. (Morally inappropriate anyway.) However, research shows that seniors use digital tools and social media to remain independent and connected to loved ones so positive content that adds value to their lives is more appreciated.



Time to slot in the different social generations in the western world. And there is a number of them. Depending on your source the dates can vary.

The key point to remember is that to successfully target these generations you understand them better. Different generations have different values and experiences. Different expectations. There is more homework here.

Remember I talked about customer experience and having accessibility to resources because we need to adapt to different working patterns / changing demographics. Gen Z born, sometimes called Zoomers were born between 1997 and 2012 (25 and younger). Millennials are born in a world without social media and computers but witnessed its evolution. On the other hand, Gen Zs are born into a world with this technology. General X coincides with the emergence of the personal computer.

I see that Generation X, while a smaller group than the baby boomers and millennials a possible initial segment group to target. Ranging in age from approximately 43-58, Gen X'ers core values include diversity, self-reliance, practicality, informality, work/life balance, flexibility, and technology. Influential events that helped shaped Gen X'er as they were growing up include the Fall of the Berlin Wall, energy crisis, stock market decline, rise of the personal computer.

Or Millennials, sometimes called Generation Y - digital natives in a time of always wired connectivity, Gen Z has a global perspective. This makes this generation comfortable with making friends, communicating openly, and agitating for change in online social communities. If you do not have an online offering, you will miss

this target group. They expect diversity – not tolerate or accept it. Influential events include terrorism & war, social networking, smartphones, text messaging, climate change, shared family responsibilities.

Baby boomers here in Australia encountered the paradox of on one hand there was the construction boom, the manufacturing boom and the mining boom all created a period of unprecedented growth and prosperity. So much work leads to attracting as many immigrants. We need to be aware those from this background are not necessarily interested in first fleet and convict ancestors. Economic growth baby boomers lived through was countered by the cold war meant that WW3 was a possible future including a nuclear holocaust. A tension between rosy, easy future and no future at all.

In this short note I have shown there are big differences between baby boomer, Gen-Xers and Millennials. More homework.....

## 7. New Members

- Research membership requirements.
- Define the value of membership for different demographics.
- Offer an experience.
- Try multiple ways to attract new members.



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As noted earlier from the research, the over whelming view is to make it easy to join. For younger busy people and increasingly more retired persons this means one thing, join online and pay by credit card. Some comments from my research, "...many young genealogists say societies are not welcoming. Perhaps the old guard feels so invested with their time and energy that they are afraid that what they have built will disappear."

You need to consider the "experience" we looked at earlier. If their first point of contact is a website or second after social media this needs to show you welcome 'Non retired' persons. Have young people on your website, for example. Show you connect with younger members – find out what they want, e.g., Forums, photos and add these to your website.

It is worth repeating that Google searches have a wealth of information on many things to search out however sometimes it is a good idea to do a quick and dirty research also. I would have abhorred this type of research in my working days with it not backed up by things like random sampling, statistical analysis. But when budgets are low and change is so rapid quick and dirty research is an option.

# Case Study: DIY Research

"Still thinking in the 1996.... you have to renew your membership via cheque, e-mail addresses of members are shared through a monthly printed newsletter, etc."

"I am 70 and get turned off if I have call or make a check. You need to offer online information and access via phone."

"...societies tend to have open hours during the day when retirees are more likely to be out and about, and on weekdays, which is when a large chunk of the younger audience is working."

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ASK for help – Reddit case study. Until I started researching for this talk, I did not realise how popular the Reddit social media platform was. Over 90,000 people in the genealogy group. I asked:

"Suggestions on how to attract younger and people still working to family history societies? How do you attract volunteers? How does social media help? What should societies offer?"

Discussion is welcome however try to keep any negative feedback nice and respectful. Thanks, in anticipation."

After 9 days there was 15.6 k views, and 37 comments. Most of these happened in the first 24 hours so it is a quick way to get ideas and feedback. There was plenty of feedback on where we go wrong and suggested improvements – see the extracts on my website for a summary.

# Case Study: DIY Research

"Feature photos of young volunteers on your website to make it clear that your organization has a community they can join."

"Entice young volunteers by offering networking, mentorship, ..."

"Need to adapt to different working patterns. ...changing demographics."

"To attract new members I would definitely try increasing the society's presence on social media - Facebook in particular. ... ask the municipality to share your content."

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On the slide are a few of the suggestions from the research to gain members.

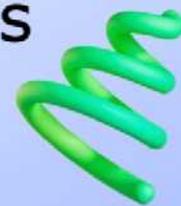
I also proceeded to google more ideas and found 100's online from all sort of clubs – toastmasters, sports clubs.

ON NEXT SLIDE

- Get Help from Current Members
- Website Recruitment Ideas
- Event Recruitment Ideas
- Digital Marketing Recruitment Ideas
- Social Media Recruitment Ideas
- Traditional Marketing Recruitment Ideas
- Networking Recruitment Ideas
- Organizational Recruitment Ideas
- Unconventional Member Recruitment Ideas

# Member Recruitment Ideas

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What are examples of things you can do to attract new members? Again, I would recommend using google. There are loads of suggestions online. You can bundle recruitment ideas into categories as suggested on the slide.

One list I found listing membership building ideas for toastmasters' meetings that had over 200 suggestions. Surely checking these out to find one's worth trying would help. Alternatively have your own brainstorming session about attracting new members.

Here is a few examples and there is the link later to the webpage I extracted these suggestion.

*21. Press release about a guest speaker coming to your club.*

*35. Your club can open a booth at a fair.*

*42. Use a Toastmasters Window shade for your car (see SCBWN example).*

*56. Set up a display window at a store.*

*90. Tell your friends how much fun you have belonging to Toastmasters.*

*119. Post flyers on community bulletin boards.*

*132. Do a member survey to find why people joined your club... then focus on those benefits in your PR and in your meetings.*

*151. If one type of poster doesn't work... change it.*

*205. Stay on time. Nobody wants to go to meetings that start late.*

## 8. Current Members

- Do not alienate current members.
- Keep them in the loop about changes.
- Involve them with decisions.
- Communicate why changes are needed.
- Evolve rather than a revolution.
- Use the changes to find a new audience.

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While spending time trying to attract new members you must:

- Be careful not to alienate current members.
- Keep them in the loop about changes.
- Involve them with decisions.
- Communicate why changes are needed.
- Evolve rather than a revolution.
- Use the changes to find a new audience.

When developing new web content, I try to deliver in improved ways along with the current ways so that current members do not feel unwelcome any more. Next slide

Case study - membership - module and managing changes+

# Case Study: Managing Changes



**Join Us – Caloundra Family History Membership**

Membership in our Family History group has many benefits for newcomers to Family History and Caloundra, and for those who are more experienced in seeking Family History mysteries and facts.

If you would like to find out more as to why you should become a member then read through the many benefits of joining Caloundra Family History. Or you can jump to [membership fees](#), [how to join](#) and [how to pay](#), down the page.

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Case study: managing changes with the introduction of the membership module online.

I worked with the membership officer. Prior to launch we presented the concept to members. We gave lessons on updating your profile. Plus instructions on various website pages are available online and we run mini sessions at meetings to about using the website. Notice on the slide you can jump to joining and paying.

Once it comes around to the time for membership renewal the automated email includes a contact name and phone number for anyone needing help renewing their membership. Our emails are friendly with helpful info and links to more detail on the website and signed off by the membership officer so a reader might think these are personal email so we finish with a “Note: This email was automatically generated by our website.” Our voice is friendly and we are transparent it is automated

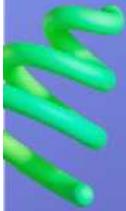
Credit card payment was introduced however members could still pay by direct deposit, cash at the rooms and at the bank.

We have used the membership module 4 times now and I think June would agree that it does save her some time doing the emails and reminders. Each year we make small modifications to improve the experience.

## 9. Volunteers



- Finding volunteers is not just a new problem.
- Why does your organization needs young volunteers?
  - Help with the longevity of your organisation.
  - Bring a fresh perspective, passion, and energy.
  - Drive positive change.
  - Create new opportunities for improvement.



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### 9. Finding volunteers is not just a new problem.

Some more research feedback: “Societies will be disbanded due to no new volunteers and officers serving for long periods 7-10 years. Many board / committee members are doing multiple jobs.”

Why does your Organisation Needs Young Volunteers? Recruiting younger volunteers really help the longevity of your organisation, bring a fresh perspective, passion, and energy to your organization, drive positive change and create new opportunities for improvement.

Remember the old guard comment.

How do you recruit and motivate volunteers?

# Recruiting & Motivating Volunteers

- Ask them about their interests & skills.
- Ask particular people to take on a role.
- Ensure volunteers are successful.
- Thank volunteers
- Try different ways to attract new members, maintain current members and turn some into volunteers.



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With potential volunteers, whether they are new and current members ask them about their interests, skills – keep a profile – for want of a better word – on members.

Why did they join?

Then use this an ask members to take on volunteer roles. One off events to more complicated tasks. To ensure the volunteer is successful make sure it is clear what is required of them. Briefings, training, written instructions in as much detail as possible – whatever is required. When you do not know what is required of you then you are less likely to volunteer. Put the details in their hands. Although for some projects give them freedom to manage the project themselves if they are experienced or have the right skills.

Obviously thank volunteers.

I talked of googling to find suggestions to get new members well google for ideas to maintain membership and turn members into volunteers. Ask yourself what can do to attract new members, maintain current ones and turn some into volunteers? Take positive action – don't just hope it happens.



Remember at the beginning I said societies need to commit to growing and adapting. Well to be successful you as individuals also need to make this commitment.

Remember to create a customer experience.

A final example of customer experience, if you go and check out tomorrow my website, [travelgenee.com](http://travelgenee.com) it is not just the slides and my talk today that is available. There are more notes on the topics presented today and bonus content plus loads of links to websites that have information that can help build a society for the 21st century.

Find the notes at: [travelgenee.com](http://travelgenee.com)

The logo for travelgenee.com is displayed in a white, lowercase, monospace-style font. The text is centered within a solid blue rectangular background. A small copyright symbol (©) is positioned to the upper right of the final 'm' in the domain name.

*Do scenario planning - that would be me going over the top with strategic planning options.*

*“Scenario planning helps decision-makers identify ranges of potential outcomes and impacts, evaluate responses and manage for both positive and negative possibilities. By visualising potential risks and opportunities, businesses can become proactive versus simply reacting to events.”*

## Adding variety to your language

LINKS /Sources	Topic area
Covers a broad range of topics for sports clubs that is useful for any society including club management, club finances, club people, marketing, healthy clubs & club resources. <a href="https://www.clubhelp.org.au/">https://www.clubhelp.org.au/</a>	Various
<a href="https://webolutions.com/7-ways-to-create-an-experience-for-your-business/">https://webolutions.com/7-ways-to-create-an-experience-for-your-business/</a>	Experience
<a href="https://medium.com/@nathansmonk/what-is-moment-mapping-5dab82faf4f9">https://medium.com/@nathansmonk/what-is-moment-mapping-5dab82faf4f9</a>	Experience
<a href="https://www.ellisplanningassociates.com/strategic-planning-for-building-effective-organizations/">https://www.ellisplanningassociates.com/strategic-planning-for-building-effective-organizations/</a>	Planning
<a href="https://www.wildapricot.com/blog/how-to-build-a-membership-site">https://www.wildapricot.com/blog/how-to-build-a-membership-site</a>	Website
<a href="https://en.wikipedia.org/wiki/Canva">https://en.wikipedia.org/wiki/Canva</a>	Website
<a href="https://www.canva.com/">https://www.canva.com/</a>	Website / social media
<a href="https://www.investopedia.com/terms/s/social-media.asp">https://www.investopedia.com/terms/s/social-media.asp</a>	Social media
<a href="https://www.brafton.com.au/blog/social-media/social-media-handles/">https://www.brafton.com.au/blog/social-media/social-media-handles/</a>	Social media
<a href="https://www.namecheckr.com/">https://www.namecheckr.com/</a>	Social media
<a href="https://namechk.com/">https://namechk.com/</a>	Social media
<a href="https://www.abc.net.au/news/2021-09-12/facebook-defamation-high-court-ruling-exposes-more-than-media/100451198">https://www.abc.net.au/news/2021-09-12/facebook-defamation-high-court-ruling-exposes-more-than-media/100451198</a>	Social media
<a href="https://www.fronetics.com/why-your-company-needs-a-social-media-policy/">https://www.fronetics.com/why-your-company-needs-a-social-media-policy/</a>	Social media
<a href="https://www.hubspot.com/business-templates/social-media-policy">https://www.hubspot.com/business-templates/social-media-policy</a>	Social media
<a href="https://www.playbytherules.net.au/resources/templates/social-media-policy">https://www.playbytherules.net.au/resources/templates/social-media-policy</a>	Social media
<a href="https://www.businessnewsdaily.com/10146-target-older-demographics-social-media.html">https://www.businessnewsdaily.com/10146-target-older-demographics-social-media.html</a>	Social media
<a href="https://www.wildapricot.com/blog/volunteer-onboarding-process">https://www.wildapricot.com/blog/volunteer-onboarding-process</a>	Social media
<a href="https://www.wildapricot.com/blog/ways-to-get-new-members">https://www.wildapricot.com/blog/ways-to-get-new-members</a>	New members

<a href="https://en.wikipedia.org/wiki/Generation#Western_world_-_for_Social_Generations_Chart_by_(%22Generation%22,_2022)_By_user:Cmglee_https://commons.wikimedia.org/wiki/User:Cmglee">https://en.wikipedia.org/wiki/Generation#Western_world - for Social Generations Chart by ("Generation", 2022) By user:Cmglee https://commons.wikimedia.org/wiki/User:Cmglee</a>	Target markets
Adding variety to your language: Alternative words to use – there loads of alternative word lists on Pinterest such as 190 ways to say “said”, ways to say “but, happy, sad, interesting, useful” and so on. Check out lists that you can use to add variety to your writing and be more descriptive. <a href="https://www.pinterest.com.au/search/pins/?q=alternative%20words&amp;rs=typed">https://www.pinterest.com.au/search/pins/?q=alternative%20words&amp;rs=typed</a>	Website, content, social media
<a href="https://www.wildapricot.com/blog/young-volunteers#how-do-i-recruit-young-volunteers">https://www.wildapricot.com/blog/young-volunteers#how-do-i-recruit-young-volunteers</a>	Volunteers
100's of Membership Building Ideas - 12 pages of suggestions <a href="https://www.d90toastmasters.org.au/pr/MembershipBuildingIdeas.pdf">https://www.d90toastmasters.org.au/pr/MembershipBuildingIdeas.pdf</a>	Volunteers / members
<a href="#">How to Become an Influencer: 7 Steps to Becoming a Social Media Influencer</a>	
This site contains a massive amount of potentially useful material however, with rapidly changing environment some is date so double check the ideas / concepts and suggestions before using them. <a href="https://www.historyvictoria.org.au/societies/guide-to-managing-historical-societies/">https://www.historyvictoria.org.au/societies/guide-to-managing-historical-societies/</a>	Various
<a href="https://www.thesimplelivinggenealogist.com/so/bbOEuPJQA?#/main">https://www.thesimplelivinggenealogist.com/so/bbOEuPJQA?#/main</a>	Collaboration Newsletter
<a href="https://www.thesimplelivinggenealogist.com/">https://www.thesimplelivinggenealogist.com/</a>	Social media
Look for free stock photo web sites often require attribution that is why I use Canva.	Social media / Website
<a href="https://later.com/blog/become-an-instagram-influencer/">https://later.com/blog/become-an-instagram-influencer/</a>	Social media

## Three other topics to consider:

When thinking about this talk I noted three other areas that are important to being successful, These are community, communications and content. Here I share a collection of thoughts I made at the time. Some do require more explanation though I share them as you might find something useful.

### 1. Community

Try to build a community, a tribe. Not just for members but for the “group” side of the organisation but for the admin side for example build a close alliance with the local council such as the one CFH has with the Sunshine Coast Council.

- Look for a participate in networking opportunities out Family History – eg Rotary, etc
- Share resources between societies.
- Check out other society sites for ideas
- Support other local societies that are not just family history focused, eg local museum. Which reminds me about social media handles. An easy to remember handle that works across multiple platforms is more likely to get my support..
- <http://home.vicnet.net.au/~mgfhs/welcome.htm>
- Join with other societies to ease the pain of building a website or running an event

### 2. Communications

- Create an experience
- Find and use communication tools eg mail chimp though Don't rely on emails only. Build your communication channels. Phone Call? In Person? Text? Email? Social Messaging? Direct Messaging? Video Conferencing?
- When writing use simple text and avoid long sentences that are harder to read online. Use dot points, for example.
- Make it easy to engage.
- When you digitise also plan how you make this accessible and how will you communicate this.
- Societies – make your stuff accessible for the digital generation.
- Adapt to the needs of the time
- Podcasts that get people interested.
- Makes videos, podcasts, social media to help reach a wider and broader audience
- Take stories and make them interesting, accessible and discoverable.

- Pick topics that speak to the audience directly.
- Create connection.
- Can use digital content to reach people all over the world
- Ways to tell stories – podcasts, blogs and videos
- Podcasts so accessible – out of the road or cleaning. Relaxed atmosphere. Not so academic.
- Audacity – way to record.
- Blogs weave a narrative,
- Uses twitter.
- Videos – teach yourself
- Do you have diaries that could be digitised and made accessible for now and future generations.
- There is a hunger for information
- While video is important – find way to remind members the importance of their libraries and other brick and mortar resources. Help members to understand their physical repositories.
- An annual theme? Create a focus for members?
- Feedback: Societies don't check emails or SM messages very often. I notice this when I reach out.
- Need a comms/ SM person – Are there are people out there that can help???? For example, The Simple Living Genealogist @SimpleLivingGene - You can follow us on Facebook, Instagram, Pinterest, TikTok, and Twitter (@simplelivingene)
- Don't avoid video – you tube is the second to largest website. Demos, how to tips,

### 3. Content

- Use your society to honour other people – see TG blog post - celebrate success
- Help members harness the power of DNA – get getting kits, interest groups, books, talks.
- Make fundamental genealogical methods important and fun.
- Give options to develop members skills.
- Need to try new things, refresh old processes, drop some and add new on – some might fail or have to try them again later or a different way.
- Beware of outdated technology – how much of your society databases is stuck on 3 ½ in floppy disks?

- Have an annual review and make a plan to move outdated technology onto newer digital formats.
- Value your content eg courses to outsiders – have a price and shows value to members
- Re-use content
- Local content - Build a Content Strategy
- Content calendar to plan promotion better by linking publicity for an event with blog posts, newspapers, radio, SM, eg FB groups, not just FH but local and the society noticeboard, newsletters, website, etc.
  - Create content ideas:
    - Promise to solve a problem
    - Rapidly expand knowledge
    - Action towards achieving a desired goal
    - Save time with cheat sheets
    - Handy templates
    - in one tool kit
    - Build a bold manifesto – eg a manifesto for bloggers
    - Set up a challenge.
    - How to measure success.
    - Mini blogging eg Instagram
- Google likes unique content so you show up in search results.
- You can sell outside the membership. Have member only products – exclusive content. This content might be available elsewhere however you can make it easy for members to access the content.
- DNA
- List of software, ways to research, for example
- Learn the buzz words eg channels
- Learn as things changed, eg FB dropping reach and multiple channels growing.
- KEEP LEARNING – save ideas and possible learning opportunities for later.

## **A final word or two:**

Thank you for reading my notes. I wish you every success in