



A Social Media Playbook for Chapters

Simple rhythms, better stories, stronger engagement.

SONS OF THE AMERICAN REVOLUTION

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WHY IT MATTERS

Why Chapters Need a Playbook

Most SAR chapters post when inspiration strikes — after a big event, before an annual banquet, or when someone remembers to share a photo. The result is an uneven digital presence that makes it hard for the public, prospective members, and community partners to see who you are and what you do.

SAR's own marketing guidance is clear: **planning ahead and consistent engagement** matter far more than occasional bursts of activity. A playbook gives your chapter a repeatable system — so that content gets posted, stories get told, and your chapter stays visible all year long, even with a small volunteer team.

Without a Playbook

- Irregular posting creates gaps in visibility
- Important events go undocumented
- Volunteers feel uncertain about what to post
- Prospective members can't find you online
- Engagement stays flat or declines

What Success Looks Like for a Chapter

Success doesn't mean going viral. It means your chapter is **visible, active, and connected** in your community — consistently, week after week. SAR ties its digital communication strategy directly to awareness, engagement, and membership growth goals.

Visible Activity

Your chapter regularly appears in feeds, showing the community you are active and engaged year-round.

Community Awareness

Local residents and civic partners learn about SAR's mission, history, and service through your posts.

Event Promotion

Meetings, grave markings, color guard events, and youth contests are publicized effectively before they happen.

Stronger Engagement

Followers like, comment, share, and ask questions — turning passive viewers into active community members.

Membership Growth

Prospective members find your chapter online and feel inspired to reach out, join, or attend an event.

Start with a Manageable Rhythm

SAR's marketing plan recommends a specific posting cadence that balances consistency with realistic volunteer capacity. You don't need to post every hour — you need a **steady, sustainable rhythm** that keeps your chapter visible without burning out your team.



Facebook

2–3 times per week — post event announcements, meeting reminders, member spotlights, and chapter news with photos.



X (Twitter)

Near-daily posting — share quick updates, retweet partners, comment on patriotic observances, and stay active in the conversation.



Instagram

Visually compelling content — color guard photos, grave markings, patriotic ceremonies, and historical images when you have strong visuals.

 Quality and consistency beat quantity every time. Two great posts per week are worth more than seven mediocre ones.

Platform Roles: One Job Each

Facebook — Your Chapter Homepage

Best for longer posts, event listings, photo albums, and community announcements. Your primary platform for most chapters. Use Facebook Events to promote every meeting and ceremony.

X (Twitter) — Your Bulletin Board

Best for brief daily updates, national observances, sharing partner content, and staying present in patriotic conversations. Ideal for near-daily, low-effort activity.

Instagram — Your Visual Gallery

Best for strong photos from ceremonies, color guard appearances, and patriot grave markings. Post when you have compelling imagery. Quality over frequency here.

Video — Your Storytelling Engine

Short clips posted to Facebook or Instagram Reels dramatically outperform static posts in reach and engagement. Even a 60-second phone video from a grave marking tells a powerful story.

The Minimum Viable Chapter Plan

You don't need a marketing team. Even the smallest chapter with one dedicated volunteer can maintain a meaningful online presence with this simple weekly workflow.



✔ This plan requires approximately 30–45 minutes per week. That's all it takes to maintain a consistent, professional chapter presence online.

Build a Simple Content Calendar

SAR explicitly recommends developing a social media calendar to allow planning ahead and advance content creation. Plan content around **your chapter's natural rhythms** — the events, observances, and milestones that already define your year.

Plan Around These Anchors

- **Monthly chapter meetings** — announce before, recap after
- **Patriot grave markings** — rich photo and video content opportunities
- **Color guard appearances** — ceremonies, parades, civic events
- **Youth contests and awards** — essay, oration, poster competitions
- **National observances** — Flag Day, Patriots' Day, July 4th, Veterans Day
- **New member inductions** — welcome and recognition posts

Sample Monthly Content Calendar

Week	Facebook	X / Instagram
Week 1	Meeting announcement + agenda preview	X: Patriot birthday / Instagram: chapter photo
Week 2	Meeting recap + member spotlight	X: National observance / Instagram: ceremony photo
Week 3	Education post or patriot biography	X: Partner share / Instagram: historical image
Week 4	Upcoming event promo + call to action	X: Engagement question / Instagram: event photo

Content Categories Chapters Can Rotate

Variety keeps your audience engaged. Rotate through these eight content categories throughout the month so your feed stays fresh, informative, and mission-aligned — without forcing your volunteers to constantly invent new ideas.



Event Promotion

Announce meetings, ceremonies, and public appearances 1–2 weeks in advance with date, time, and location.



Event Recap

Share 2–3 photos and a short write-up after every chapter event to document your activity and celebrate participants.



Member Spotlight

Feature a member's SAR lineage, military service, or chapter contributions to build community and pride.



Patriot Biography

Share brief, engaging stories about Revolutionary-era patriots — especially those connected to your local area or members' lineages.



Education Content

Post a historical fact, quiz, or "Did You Know?" about the American Revolution, SAR programs, or citizenship education.



Commemorations

Honor national observances, patriot grave markings, and SAR anniversaries with a photo and a few sentences of context.



Partner Highlights

Tag local DAR chapters, schools, veterans' groups, and civic organizations to build relationships and expand reach.



Calls to Action

Invite followers to attend an event, visit the website, learn about membership, or share a post with a friend.

How to Create Stronger Posts

SAR's guidance calls for clear engagement strategies and stronger storytelling. The best posts share four common elements — combine them consistently and your content will stand out in any feed.

1

Start with a Strong Visual

A clear, well-lit photo or a compelling historical image stops the scroll. Blurry or dark photos undermine even the best captions.

2

Write a Concise, Engaging Caption

Lead with the most important information. Use plain language. Keep it under 150 words for Facebook, shorter for X and Instagram.

3

Add Context That Connects

Briefly explain why this matters — the history behind a grave marking, the significance of a ceremony, or what an award means to SAR's mission.

4

End with a Call to Action

Ask a question, invite a comment, or direct followers to a link. Even "Tell us what this means to you" dramatically improves engagement.

Sample Facebook Post

  **Photo of grave marking ceremony**

On Saturday, members of the [Chapter Name] SAR chapter honored Pvt. John Doe, who served with General Washington at Valley Forge in the winter of 1777–78.

His sacrifice helped secure the liberty we celebrate today. 🇺🇸

Do you have a patriot ancestor in your family? We'd love to help you discover your heritage. Visit our website to learn more about SAR membership.

#SAR #SonsOfTheAmericanRevolution
#PatriotDay

Use Video Without Overcomplicating It

SAR specifically recommends creating video content for stronger storytelling and more engaging content. Video consistently outperforms static posts in reach — and you don't need professional equipment. **A smartphone and good lighting are all you need.**

Grave Marking Walk-Through

60–90 seconds. Pan across the ceremony, include a brief spoken tribute. Upload directly to Facebook for maximum reach.

Speaker Snippet

30–60 seconds of a chapter speaker, award recipient, or youth contest winner. Ask permission first. Compelling, personal, and authentic.

Flag Ceremony Clip

A color guard presenting the colors is visually powerful. Even 45 seconds of a flag ceremony earns strong engagement.

Educational Moment

A member shares a 60-second fact about a local patriot or Revolutionary battle. Simple, informative, and shareable.

Event Slideshow

Combine 8–10 event photos into a simple slideshow video using your phone or Facebook's built-in tool. Easy and effective.

Engagement Habits That Matter

Posting is only half the work. SAR's social media plan specifically recommends **timely responses, intentional calls to action, and deliberate engagement with aligned accounts**. Think of engagement as a conversation, not a broadcast.

→ Respond to Every Comment

Even a simple "Thank you for sharing!" signals that your chapter is active, attentive, and community-minded. Aim to respond within 24 hours.

→ Ask Questions in Posts

"Who in your family served in the Revolution?" or "Have you visited this historic site?" — questions invite participation and dramatically boost algorithmic reach.

→ Tag and Engage Aligned Accounts

Follow and interact with local DAR chapters, veterans' organizations, historical societies, schools, and civic groups. Share their relevant content. They'll often reciprocate.

→ Direct Followers to Your Website

Every 3–4 posts should include a link to your chapter website, membership inquiry page, or event registration. Social media builds awareness; your website converts it.

→ Celebrate and Share Others

Share national SAR posts, state society announcements, and partner organization content. Cross-sharing builds goodwill and expands your audience organically.

→ Monitor Your Notifications Daily

Spend just 5 minutes each morning checking mentions, messages, and comments across your active platforms. Timely responses make a strong impression.

A Weekly Workflow for Volunteers

Consistency comes from **routine, not inspiration**. This simple weekly workflow keeps your chapter active online without requiring daily heroics from your volunteers. Block 30–45 minutes per week and follow this rhythm.



Sunday — Plan (10 min)

Review your content calendar. Draft or schedule 2 Facebook posts for the week. Note any X posts for national observances or news. Gather photos from recent events.



Tuesday — Post + Engage (10 min)

Publish your first Facebook post (event promo or content piece). Share or post once on X. Reply to any new comments from Sunday's planning review.



At Events — Capture Content

Designate one person to take 3–5 clear photos and one short video clip at every chapter event. These assets become next week's posts.



Thursday — Post + Engage (10 min)

Publish your second Facebook post (recap, spotlight, or education). Post on X. If you have strong visuals, post to Instagram. Reply to all comments.

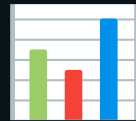


Friday — Review (5 min)

Check basic metrics: Which post got the most reach or engagement? Note it. Reply to any remaining comments. Jot one idea for next week.

What to Measure — and How

SAR's brand guidance says effectiveness should be measured and analytics reviewed regularly. You don't need to become a data analyst — just track a **handful of simple metrics** once a week to understand what's working and what isn't.



Reach

How many unique accounts saw your post? Growing reach means your content is spreading beyond your current followers.



Engagement

Likes, comments, and shares combined. High engagement tells the algorithm your content is worth showing to more people.



Website Clicks

How many people clicked through to your chapter website? This tracks whether social media is driving real interest in membership.



Follower Growth

Are you gaining followers each month? Slow, steady growth is healthy. A flat line is a signal to try new content types.

A Simple Review Habit

🕒 Every Friday, spend 5 minutes asking:

- ✅ Which post reached the most people this week?
- ✅ Which post got the most likes or comments?
- ✅ Did anyone click through to our website?
- ✅ Did we gain any new followers?

Write down one thing that worked well. Do more of that next week. That's your entire analytics process.

Common Mistakes to Avoid

Even well-intentioned chapter social media accounts make these predictable mistakes. Recognizing them is the first step to building a stronger, more professional online presence.



Inconsistent Posting

Posting three times in one week, then going silent for a month, trains your audience to ignore you. Consistency always beats intensity.



Text-Only Posts

Posts without images or video receive dramatically lower reach on every platform. Always pair your words with a visual, even a simple one.



No Call to Action

Every post should invite the reader to do something — comment, share, visit a link, attend an event. Posts without a CTA are conversations that end abruptly.



Poor Image Quality

Dark, blurry, or cluttered photos undermine your chapter's credibility. Use natural light when possible and crop tightly around your subject.



Ignoring Comments

Failing to respond to comments — even positive ones — signals that your chapter isn't really listening. Engagement is a two-way conversation.



Too Many Platforms

Trying to maintain six platforms with one volunteer leads to poor quality everywhere. Master Facebook first, then add platforms only when you have capacity.

Keep It Simple. Keep It Consistent.

Your chapter doesn't need to do everything. You need a **manageable plan and regular habits** — and this playbook gives you exactly that.

Plan Ahead

Build your calendar around chapter events, national observances, and SAR milestones. Schedule content in advance whenever possible.

Capture Every Event

Designate a content volunteer at every chapter event. Three good photos and one short video clip will fuel a full week of posting.

Engage Every Week

Reply to comments, ask questions, share partner content, and direct followers to your website. Engagement builds community.

Measure and Improve

Spend five minutes each week reviewing what worked. Small, consistent improvements compound into real growth over time.

"The story of the American Revolution belongs to all of us. Your chapter's job is to keep telling it — one post at a time."