



# How to Turn 1 Event into 10 Posts

A simple content system for SAR chapters — no professional team required.

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SONS OF THE AMERICAN REVOLUTION

SOCIAL MEDIA STRATEGY



# One Event. Many Stories.

Every SAR event — from a grave marking to a youth awards ceremony — contains far more content than a single post. There is the announcement, the history behind the occasion, the people involved, the moments captured, and the lessons shared afterward. **Each of those is its own story.**

 **Before**

Build anticipation and set context with early awareness posts.

 **During**

Capture live moments, quotes, and behind-the-scenes details.

 **After**

Celebrate, educate, and invite your audience to the next step.

# Why This Matters

Many SAR chapters feel they don't have enough content to post consistently. The real challenge isn't a *lack* of content — it's an untapped **surplus**. Chapters host meetings, ceremonies, color guard appearances, educational programs, and more. Each event, already on the calendar, is a ready-made content opportunity waiting to be used.

- ① Chapters that post consistently — even 2–3 times per week — see stronger engagement and grow their audiences faster than those who post only occasionally.

## The Myth

"We don't have anything to post about."

## The Reality

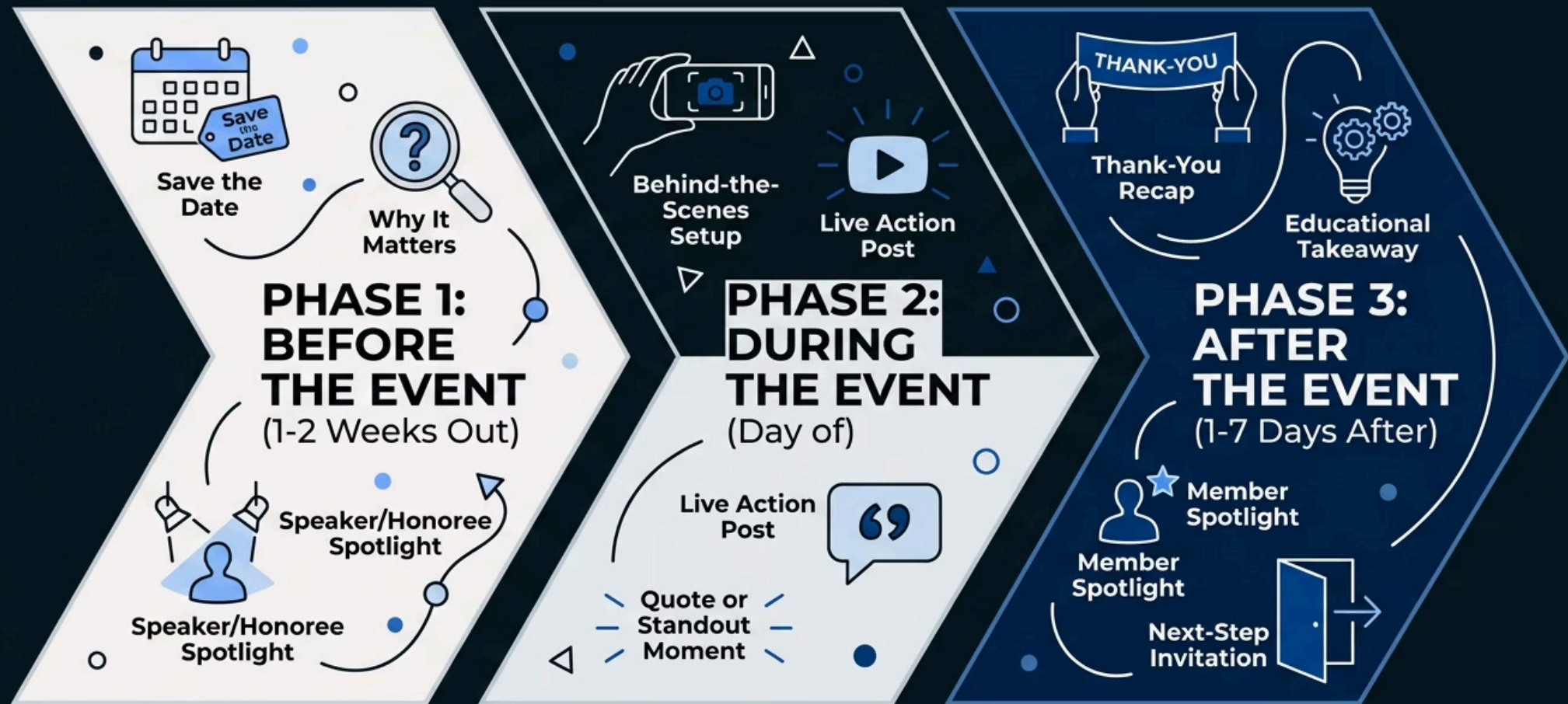
Your calendar is full of stories. You just need a system to capture them.

## The Solution

One event + this 10-post framework = a week of compelling content.

# The Content Mindset: Think in Three Phases

Shift your perspective from "posting about events" to covering events like a journalist. Each phase of an event has its own audience goal: build anticipation, create connection, then extend the conversation.



Use a simple content calendar — even a shared Google Sheet — to plan which posts belong to which phase for every upcoming chapter event.

# Save the Date

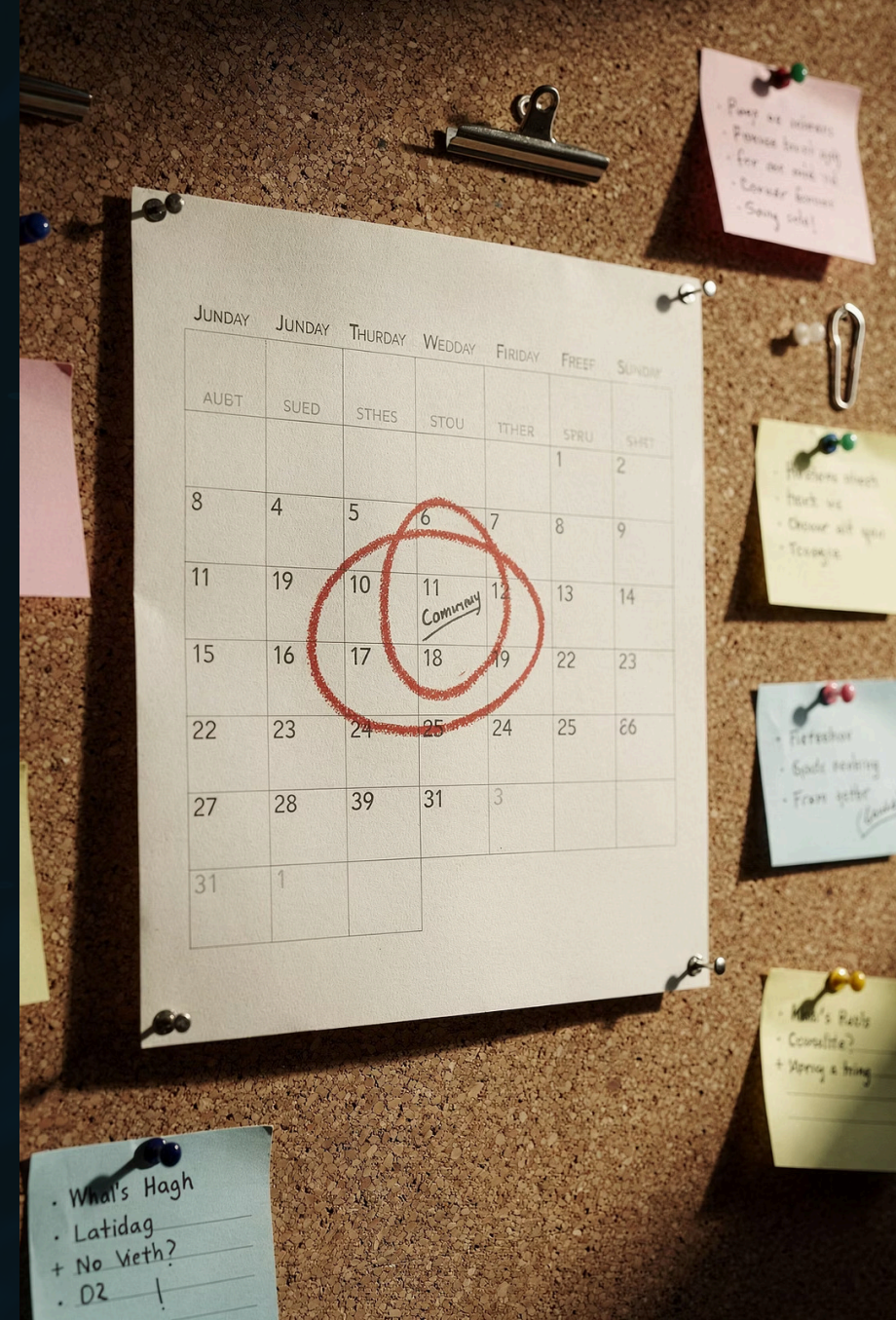
The first post in your sequence is a simple awareness announcement — posted **1–2 weeks before the event**. Keep it short, specific, and easy to share.

## Sample Caption

*"Mark your calendars! Our chapter will hold a grave marking ceremony honoring Pvt. Elias Holt at Oak Hill Cemetery on Saturday, June 14 at 10 a.m. All are welcome. #SAR #Flag Day #Honor"*

## Works for Any SAR Event

- **Meeting:** "Join us Tuesday, May 6 for our monthly chapter meeting at City Hall."
- **Education Program:** "Our chapter visits Lincoln Elementary this Friday — follow along!"
- **Grave Marking:** Use the patriot's name and date for a personal touch.



# Why This Event Matters

Before the event, publish a post that connects the occasion to SAR's mission, American history, or community heritage. This is your chance to educate and inspire — and it dramatically increases the significance of even a routine chapter meeting.



## Grave Marking

*"Did you know there are over 200,000 Revolutionary War patriots buried across America? Our chapter works to ensure they are never forgotten."*



## Education Program

*"This Friday, we bring the story of American independence to 120 students. Here's why teaching civics in schools still matters today."*



## Chapter Meeting

*"Since 1889, Sons of the American Revolution chapters have gathered to preserve the memory of the men who made this nation free. We meet again this Tuesday."*

# Speaker or Honoree Spotlight



A spotlight post humanizes your event and gives followers a reason to pay attention. Introduce a featured speaker, award recipient, youth contest winner, or the patriot being commemorated. People connect with people — not just dates and locations.

📄 Sample caption: *"This Saturday, we honor Patriot Sgt. Josiah Cram, who served under General Washington at Valley Forge. His descendants will be present to receive the chapter's tribute. 🇺🇸 #NeverForgotten #SAR"*

**Tip:** For youth events, always obtain parental permission before posting photos or names of minors. A simple consent form keeps your chapter protected and parents informed.

# Behind-the-Scenes Setup

Post a candid photo or 15-second clip **right before the event begins** — volunteers arranging flags, a wreath being prepared, chairs being set out, or a color guard in formation. These authentic moments build excitement and make followers feel like insiders.

## → Grave Marking

Film the wreath and flag placement before the ceremony begins.

## → Education Program

Snap a photo of materials laid out on desks before students arrive.

## → Chapter Meeting

Share a quick shot of the podium, agenda printouts, or the gavel.

## Sample Caption

*"The flags are set and the honor guard is ready. In one hour, we gather at Elmwood Cemetery to honor a forgotten hero of the Revolution. 🇺🇸 #SAR #GraveMarking"*

# Live or Same-Day Event Post

This is your **hero post** — the one that shows the event in full swing. A strong action photo, a wide-angle crowd shot, or a 30-second video clip. Post it during the event or within hours of it ending while energy is still high.



## Choose the Right Moment

Flag presentation, speaker at the podium, handshake or award — pick the single image that tells the whole story at a glance.



## Short Video Wins

A 20–30 second clip of the ceremony or color guard performs 2–3x better than a static photo on most platforms. Shoot horizontal for Facebook, vertical for Instagram Reels.



## Sample Caption

*"Today, we honored Pvt. Elias Holt — 243 years after he risked everything for American freedom. Thank you to all who attended. 🇺🇸 #SAR #AmericanRevolution"*

# Short-Form Video Ideas for Volunteers

You don't need a film crew. A smartphone and a steady hand are enough. **Short-form video** (15–90 seconds) is the highest-performing content type across Facebook, Instagram, and YouTube Shorts — and SAR events are naturally cinematic.



## Flag & Color Guard

Film the color guard advancing, the flag being posted, or a rifle salute. No narration needed — the moment speaks for itself.



## A 15-Second Quote

Ask the speaker for permission to record a single powerful quote. Short soundbites from members or guests are highly shareable.



## Setup Time-Lapse

Record 60 seconds of setup from a fixed angle, then speed it up. Shows effort and builds anticipation for the event.



## "Did You Know?" Clip

Read one compelling historical fact about the patriot or occasion on camera. 20 seconds. Simple, informative, and on-brand.

**Pro tip:** Post videos natively to each platform (don't share a YouTube link on Facebook). Native video gets far greater organic reach from platform algorithms.

# Simple Photography Tips for Volunteers

Great photos don't require expensive equipment — just **intentional framing and good light**. These quick tips will immediately improve the quality of every image you post.

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## Chase the Light

Shoot outdoors in the hour after sunrise or before sunset. Overcast days give soft, flattering light — avoid harsh midday sun.

02

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## Get Closer Than You Think

Fill the frame with your subject. A tight shot of hands placing a wreath is more powerful than a distant wide shot.

03

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## Shoot Horizontal for Facebook, Vertical for Instagram

Match your orientation to the platform. Take both versions of key shots when possible.

04

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## Capture Candid Moments

The handshake, the bow of the head, the child reading the plaque — unposed moments tell authentic stories.

05

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## Assign One Person as Photographer

Designate a chapter volunteer whose only job during the event is capturing content. Divide roles clearly before each event.

# Quote, Thank-You & Educational Takeaway

The three days *after* your event are prime content time. Your audience saw the event — now give them **depth, gratitude, and knowledge** they can share with others.

1

## Post 6: Quote That Stood Out

*"These men did not fight for a president. They fought for an idea." — Speaker remarks, grave marking ceremony, June 14.* Turn a single powerful line into a graphic or plain-text post.

2

## Post 7: Thank-You Recap

*"Thank you to the 47 members, families, and community guests who joined us Saturday. Your presence honors the sacrifice of those who came before us."* Tag partner organizations when appropriate.

3

## Post 8: What We Learned

*"Did you know that fewer than 5% of Revolutionary War patriot graves are officially marked? Here's why our chapter's work matters — and how you can help."* Extend the mission with education.

# Member Spotlight & Next-Step Invitation

## Post 9: Member Spotlight

Feature a volunteer, longtime member, or first-time attendee. A brief quote and a candid photo make this highly personal and shareable.

📄 *"Meet John — a 22-year member of our chapter who has participated in more than 60 grave markings. 'Every patriot deserves to be remembered,' he says. 🇺🇸 #SARMember"*

Member spotlights consistently outperform other post types in reach because members share them with their personal networks.

## Post 10: Next-Step Invitation

Close the loop with a **clear call to action**. Where should your audience go next? Be specific and make it easy.

- "Attend our next meeting — [date, location, link]"
- "Learn more about SAR membership at sar.org"
- "Nominate a patriot grave for marking in our county"
- "Share this post to help us spread the mission"
- "Tag someone who loves American history"

# Calls to Action & Website Links That Work

Every post should give your audience a **clear next step**. Vague posts get scrolled past; posts with a direct invitation drive clicks, follows, and membership inquiries. SAR's digital platforms exist to be discovered — point people there deliberately.



## Drive to sar.org

Use your chapter page and the national SAR website as landing destinations for membership, event, and history content.



## Link to Sign-Up Forms

Direct followers to RSVP forms, newsletter sign-ups, or membership applications. Always use a trackable, shortened link.



## Ask a Question

"Do you have a Revolutionary War ancestor? Tell us in the comments." Questions dramatically boost engagement and algorithm reach.



## Invite a Share

"Share this with someone who loves American history." Simple share invitations extend your organic reach at zero cost.

- ✔ **Best practice:** Respond to every comment within 24 hours. Prompt engagement signals to algorithms that your content is worth amplifying.

# Work Smarter, Not Harder

One well-covered event can fuel a **full week of compelling content** — without extra meetings, extra budget, or a professional marketing team.



Choose Event

Plan 10 Posts

Assign Roles

Repeat