



# The Current SAR Digital Footprint

An audit of 492 SAR entities — 47 state societies and 445 chapters — across 5 digital platforms.

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SONS OF THE AMERICAN REVOLUTION

DIGITAL PRESENCE ANALYSIS

# Why Digital Presence Matters

In today's world, the first place a curious citizen, a potential member, or a local journalist looks for information is online. If SAR does not have a visible, credible digital presence, we simply are not part of that conversation.

A well-maintained website and active social media channels allow SAR to:

## → Be Found

Appear in search results when someone looks for patriotic organizations, genealogy resources, or civic events in their area.

## → Communicate Mission

Clearly articulate SAR's history, values, and programs to a broad public audience.

## → Drive Engagement

Promote events, share achievements, and invite participation from members and the community.

## → Support Membership Growth

Give prospective members a clear, welcoming path to learn more and apply.

## The Bottom Line

SAR's own strategy documents explicitly connect digital communications to awareness, engagement, and long-term membership outcomes. A strong digital footprint is not a luxury — it is a core tool for fulfilling our patriotic mission.

**i** Studies show that **over 80% of people** research an organization online before deciding to join or donate.

# 239M

U.S. Users

Active social media users in the United States as of January 2024 (DataReportal)

# 63%

Discovery channel

Americans who use social media to discover local community organizations

# 3x

Faster growth

Organizations with active social media grow membership 3x faster

# 70%

Trust signal

Nonprofit donors who say a strong website increases trust

# What SAR Guidance Says

SAR's own communications and digital strategy guidance sets clear expectations for every level of the organization — from national to the individual chapter.



## Every Chapter & State Should Have a Website

A functioning website is the foundational requirement. It serves as the permanent home base for chapter identity, contact information, meeting schedules, and membership resources.



## Every Chapter & State Should Have a Facebook Page

Facebook is the minimum social media standard. It is the most accessible platform for SAR's primary demographic and provides a low-barrier channel for event promotion and community engagement.



## Broader Platform Use Supports Outreach & Visibility

Guidance also encourages use of platforms like Instagram, X/Twitter, and YouTube to extend reach, particularly for attracting younger audiences and amplifying SAR's patriotic programs.



## Consistent Content Is Key

Having a channel is not enough. SAR guidance stresses regular posting, timely updates, and coordinated content sharing across all levels of the organization to maintain credibility and engagement.

# Data Source & Scope

## About This Analysis

This presentation is based on a comprehensive spreadsheet audit of SAR's digital presence across all levels of the organization.

## Entities Tracked

### State Societies

47 state and international societies audited

### Chapters

445 local chapters audited

### Total Entities

492 SAR entities reviewed across all tiers

## Platforms Surveyed



### Website

Primary digital home base — tracked for all entities as the foundational platform.



### Facebook

Most widely used social platform — SAR's minimum recommended social channel.



### X / Twitter

Public-facing microblog platform — tracked for news sharing and advocacy visibility.



### Instagram

Visual storytelling platform — important for engaging younger audiences.



### YouTube

Video content channel — valuable for ceremonies, speaker series, and educational content.



All figures reflect publicly accessible, active digital presences as of the audit date.

# State Societies: Platform Adoption Summary

100%

Website Adoption

77%

Facebook Adoption

46%

X / Twitter Adoption

1%

Instagram Adoption

1%

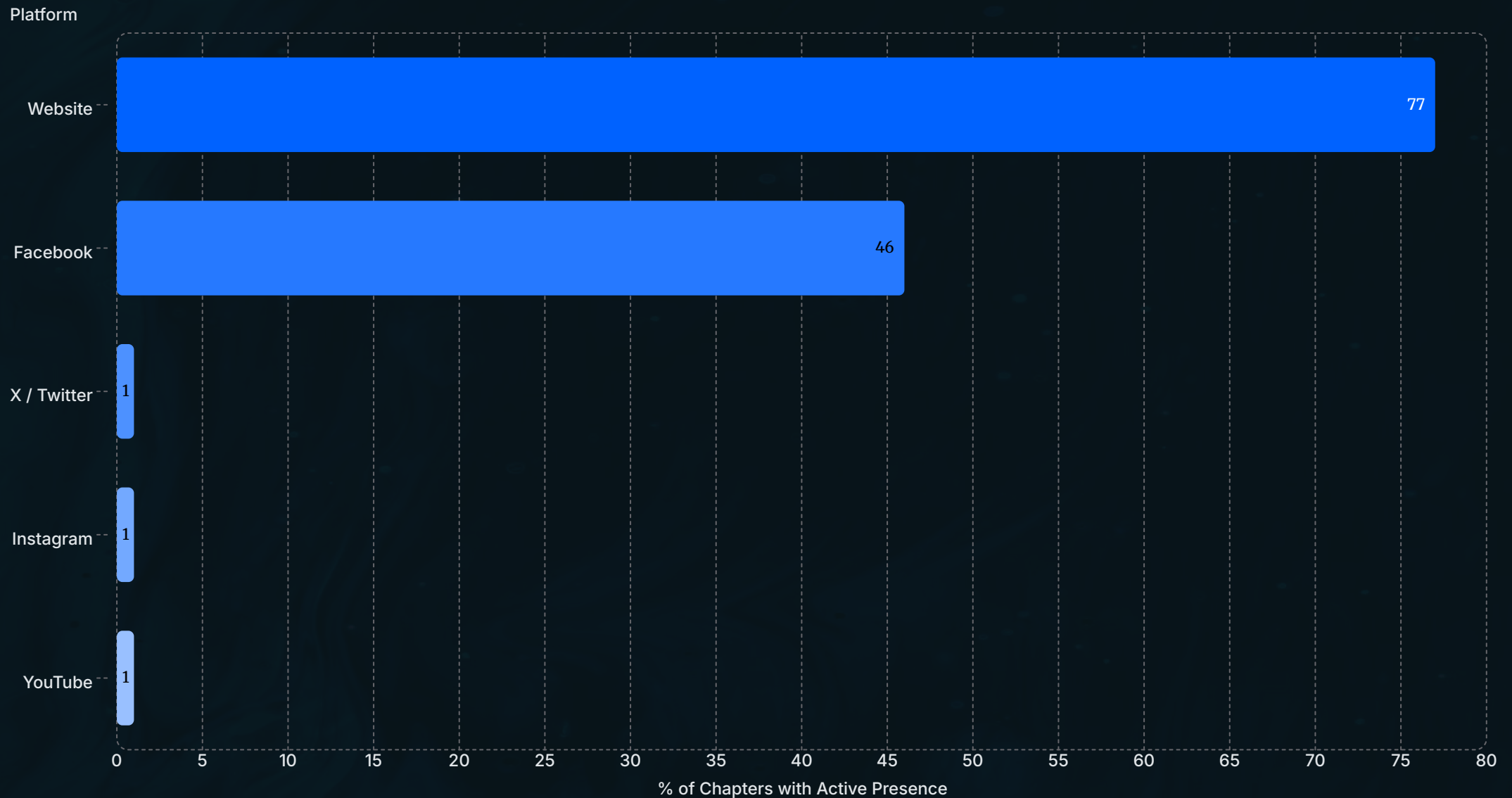
YouTube Adoption

① State societies are well-established online with universal website coverage and strong Facebook presence, but they trail significantly on visual and video platforms. X / Twitter adoption at 46% shows some experimentation, but Instagram and YouTube remain nearly untapped.

① 47 state and international societies were audited across 5 platforms. Websites and Facebook form a strong foundation; Instagram and YouTube represent the biggest growth opportunities.

# Chapters: Platform Adoption Overview

With hundreds of chapters across the country, the chapter tier represents the widest opportunity — and the widest variation — in SAR's digital footprint. The chart below shows chapter platform adoption: 77% have a website, 46% are on Facebook, and X / Twitter, Instagram, and YouTube are each at just 1%.



**Key observation:** Chapter-level adoption is uneven across platforms. 77% of chapters have a website, which provides a solid foundation, but Facebook drops to 46%, and X / Twitter, Instagram, and YouTube are nearly nonexistent at just 1% each.

⚠️ 23% of chapters have no website at all — making them completely invisible to prospective members searching online.

# State Societies vs. Chapters: Side-by-Side Comparison

A clear adoption gap exists between state societies and chapters across every platform. State societies lead on all five platforms, with the widest divergence on X / Twitter.

Platform	State Societies	Chapters
• Website	• 100%	• 77%
• Facebook	• 77%	• 46%
• X / Twitter	• 46%	• 1%
• Instagram	• 1%	• 1%
• YouTube	• 1%	• 1%

❏ **X/Twitter shows the largest divergence — 46% state vs 1% chapters. The website gap (100% vs 77%) means roughly 1 in 4 chapters is completely offline.**

# What Stands Out: Headline Findings

The data shows a clear digital divide between state societies and chapters. Website adoption is strongest overall, Facebook leads among social channels, X/Twitter has the widest gap, and Instagram and YouTube remain largely untapped.

## Website Coverage Is the Strongest Area

State societies are at **100%** website adoption; chapters are at **77%**. This is the strongest platform across both tiers and a solid foundation.

## Facebook Leads Among Social Channels

Facebook is the top social platform: **77%** of state societies and **46%** of chapters have a presence. Still, more than half of chapters lack even a basic Facebook page.

## X/Twitter Shows a Stark Tier Gap

State societies are at **46%** on X/Twitter, but chapters are at just **1%**. This is the widest platform gap in the entire dataset.

## Instagram & YouTube Are Nearly Absent

Both platforms sit at just **1%** across chapters and state societies alike. These are the biggest untapped channels for reaching younger audiences.

## 23% of Chapters Have No Website

Nearly **1 in 4 chapters** cannot be found through a basic web search, making them invisible to prospective members and the public.

# The Biggest Gaps

## Platform Gaps

### Instagram

At just **1%** adoption across both state societies and chapters, Instagram is the most underdeveloped platform. It's the primary channel for reaching adults under 45 — a critical demographic for membership growth.

### YouTube

Also at **1%** across both tiers. SAR ceremonies, speaker events, and patriotic programs go unrecorded and unshared. Video is the fastest-growing content format online.


### X / Twitter

Chapters are at **1%** while state societies are at **46%**. The chapter tier is almost entirely absent from the platform used most for public affairs, civic discourse, and media engagement.

## Chapter-Level Gaps

Beyond platform gaps, the most urgent concern is the **23%** of chapters with no website at all.

- **445 total chapters audited; 77%** have a website — meaning roughly **100 chapters** are completely offline
- Only **46%** of chapters have a Facebook page — the most basic social presence
- X/Twitter, Instagram, and YouTube are each present at just **1%** of chapters
- Chapters with zero digital presence appear inactive or defunct to anyone searching online

 Every chapter without a digital presence is a missed opportunity to connect with a potential patriot.

# The Biggest Opportunities

The same gaps that reveal challenges also reveal SAR's greatest near-term opportunities. Each of these areas is achievable without significant resources — just coordination, templates, and commitment.



## Get the 23% of Chapters Online

About **100 chapters** currently have no website. A simple, free or low-cost website with contact info, meeting schedule, and membership link transforms an invisible chapter into a discoverable one. This is the single highest-impact action available.



## Launch Instagram at the State Level First

Both state societies and chapters are at just **1%** on Instagram. State societies should lead by example — creating a model and content templates that chapters can replicate to reach audiences under 45.



## Activate Facebook for the 54% of Chapters Without One

More than half of all chapters (**54%**) have no Facebook page. Setup requires no technical expertise and is free. A chapter page with regular posts about meetings and events can reach thousands of local residents organically.



## Start Recording Events for YouTube

At **1%** adoption across both tiers, YouTube is the most underdeveloped platform with the highest upside. Recording wreath-layings, award ceremonies, and school programs costs nothing but a smartphone and builds an evergreen library of patriotic content.

# Recommended Next Steps

Based on the audit of 492 SAR entities, these recommendations are designed for volunteer leaders and chapter officers — practical, achievable, and resource-conscious.



## Establish Minimum Digital Standards

With **23%** of chapters having no website and **54%** having no Facebook page, formally adopt a chapter digital baseline: one website and one Facebook page. Include compliance in annual chapter reporting.



## Create a Chapter Digital Toolkit

Develop a ready-to-use package including a website template, Facebook setup guide, SAR-branded graphics, and a "getting started" checklist. Prioritize the roughly **100 chapters** currently with no website, and distribute through state societies.



## Publish a Social Media Content Calendar

Produce a shared monthly calendar of suggested posts aligned to SAR observances, events, and campaigns. Make it easy for any chapter officer to copy, post, and engage — even with minimal time.



## Offer Training & Peer Support

Host short webinars on website setup and social media basics. State societies, with **100%** website adoption and **77%** Facebook adoption, are well-positioned to mentor chapters. Celebrate success stories in SAR publications to build momentum.



## Track Progress Annually

Update the digital footprint spreadsheet each year and report findings at national and state levels. The goal should be to reach **100%** website adoption at the chapter level (currently **77%**) and **75%+** Facebook adoption (currently **46%**) within two annual cycles.

# A Stronger Digital Footprint Supports a Stronger SAR

The Sons of the American Revolution has a proud story to tell — a story of sacrifice, patriotism, citizenship, and service. Our digital presence is how we tell that story to the next generation of Americans who are searching for it right now.

## Awareness

A stronger digital presence means more Americans can find SAR, understand our mission, and connect with local chapters.

## Engagement

Active social channels keep members informed, energized, and proud — and invite the public into our programs and ceremonies.

## Growth

Every chapter that goes online opens a door for a new Patriot to discover their heritage and join the Sons of the American Revolution.

Closing the digital gap is one of the simplest, most achievable steps SAR can take to honor our forebears by ensuring their legacy reaches every generation that follows.

**The foundation is already here. The opportunity is now. Let us move forward together.**