



# Why Social Media Matters to SAR

*Preserving the past, reaching the future.*

**Chris Thompson**  
Chairman, Social Media Committee

SONS OF THE AMERICAN REVOLUTION

AMERICA 250



"If people never see  
our story, how will  
they join our  
mission?"

SAR carries one of America's most important stories — but a story untold reaches no one. The question is not whether social media is worthy of SAR. The question is whether SAR can afford to be invisible where millions of Americans are listening.

# Why This Matters Now

Social media is no longer a niche activity — it is where the American public discovers organizations, events, causes, and communities. SAR's own research confirms that adoption spans every generation. The opportunity to reach future members, educators, students, and civic leaders has never been greater.

90%

Ages 18–29

Social media use among young adults —  
SAR's next generation of potential  
members

82%

Ages 30–49

Prime membership and leadership  
demographic actively engaged on social  
platforms

62%

Ages 65+

Even senior adults — SAR's current core  
— are active online and on social media

# SAR's Digital Footprint — By the Numbers

100% of State Societies have a website — but only 87% have Facebook

77% of Chapters have a website — but only 46% have Facebook

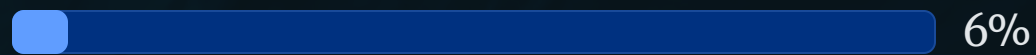
## State Societies (54 total)



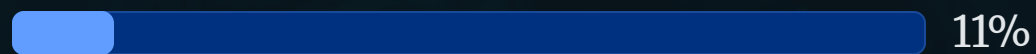
Website



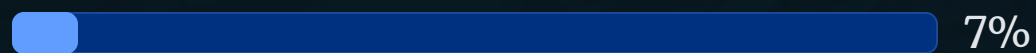
Facebook



Twitter/X

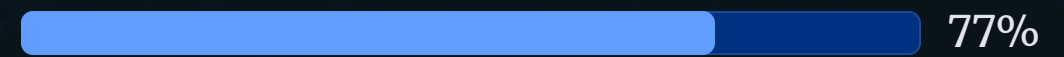


Instagram

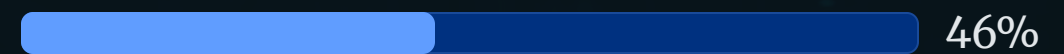


YouTube

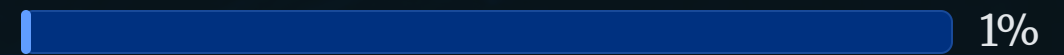
## Chapters (445 total)



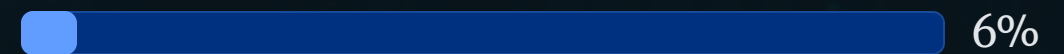
Website



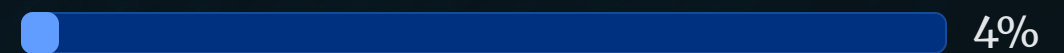
Facebook



Twitter/X



Instagram

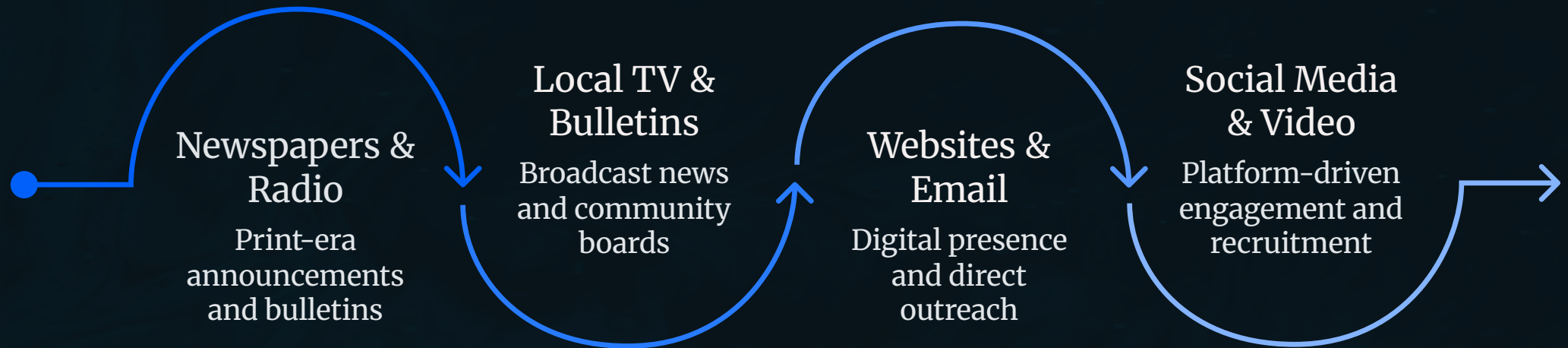


YouTube

Facebook remains the dominant social platform across SAR — but significant gaps remain, especially at the chapter level.

# The Communications Shift

For generations, SAR chapters depended on local newspapers, radio announcements, and community bulletin boards to share news and recruit members. That era has fundamentally changed. SAR's own guidance is explicit: **the organization can no longer rely mainly on traditional local media** to spread awareness and build membership. The audiences have moved — and SAR must follow.



Each phase required SAR to adapt its communications. Today's shift to social-first digital outreach is no different — it is a continuation of SAR's commitment to staying relevant and mission-driven in every era.

# What SAR Is Trying to Accomplish

SAR has established clear, official social media objectives that align directly with the organization's broader mission. These are not aspirational suggestions — they are strategic priorities endorsed at the national level.

**1** **Grow Membership**  
Attract qualified applicants and expand the SAR family through consistent, compelling online presence

**2** **America 250 Awareness**  
Amplify the semiquincentennial across all platforms to maximize SAR's visibility during this historic milestone

**3** **Public Awareness**  
Educate the broader public about SAR's values, history, programs, and patriotic purpose

**4** **Drive Engagement**  
Increase meaningful interaction with SAR social media accounts and official websites at every level



# Social Media Is Mission Work

Social media is not a distraction from SAR's core mission — it is one of the most powerful tools available to advance it. Every post, story, and video is an act of patriotism, education, and outreach.

## → Patriotism

Share the values that define the American founding

## → Education

Deliver accessible history to students and families

## → Remembrance

Honor Patriot ancestors and their legacy publicly

## → Outreach

Connect with communities far beyond chapter walls



① SAR's marketing guidance is clear: social media activity must be understood as an extension of SAR's patriotic and educational mission — not as separate or optional work.

# Why Visibility Matters

If a prospective member, student, teacher, or civic leader cannot find SAR online, SAR effectively does not exist for them. Visibility drives discovery — and discovery drives participation. SAR's marketing plan ties online awareness directly to broader education and community outreach goals.



## Chapter Events

Ceremonies, meetings, and commemorations become visible to the entire community, not just members



## Educational Resources

SAR's rich history content, museum resources, and programs gain audiences beyond traditional channels



## Youth Programs

Essay contests, scholarships, and JROTC awards reach students, parents, and educators who need to know



## Local Discovery

Neighbors and community members learn for the first time that SAR is active in their area

# Membership Growth and Retention

SAR's marketing plan identifies recruitment and retention as vital to sustaining the organization and funding its future projects. Strong, consistent communications are the connective tissue between visibility and membership. When people see SAR regularly — its values, its people, its events — they are far more likely to inquire, apply, and stay engaged.

## Recruitment Impact

- Prospective members find SAR through searches and shared posts
- Stories about lineage research spark family interest in membership
- Event visibility converts curious observers into applicants

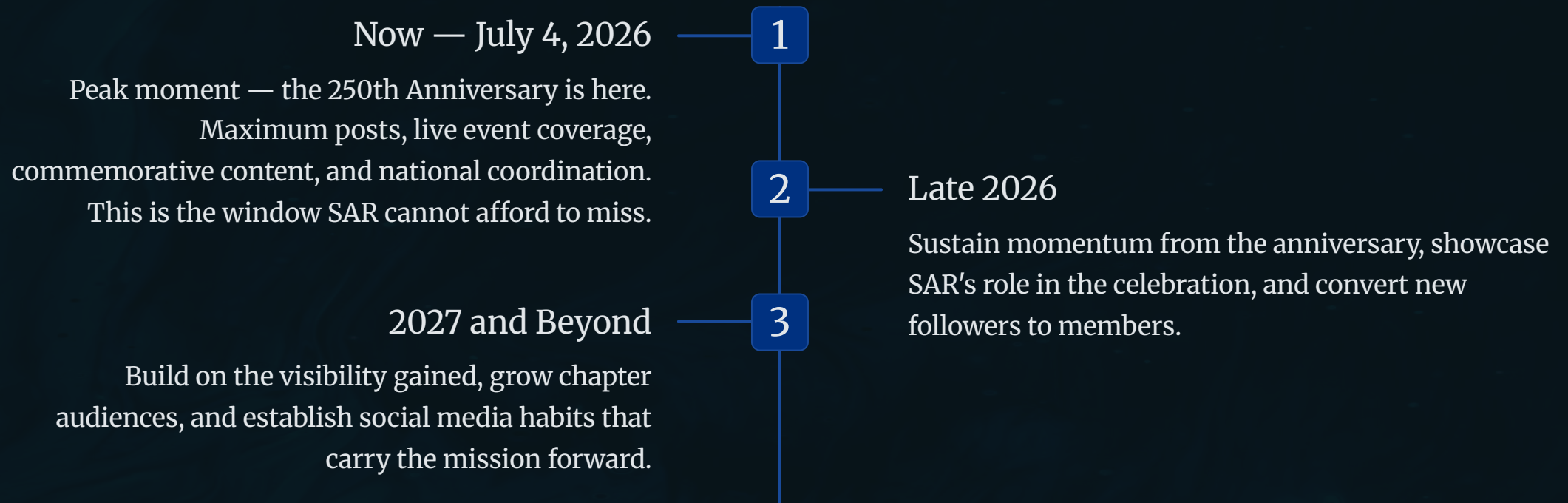
## Retention Impact

- Regular posts keep inactive members connected to chapter life
- Recognition of member contributions builds loyalty and pride
- Consistent updates signal a chapter that is active and worth belonging to



# The America 250 Opportunity

The 250th Anniversary of American independence is one of the most significant visibility moments in SAR's history. We are now in the America 250 year, and national conversations about the founding era, patriotism, and American identity are filling every media channel — SAR should be at the center of that conversation, not on the sidelines.



- ❑ SAR has identified increasing awareness of the 250th Anniversary as a **primary official social media goal**. The national spotlight is at its peak now, and every chapter has a role to play right away.

# The Public Education Role

Social media gives SAR an extraordinary platform to deliver short, engaging history to people who may never pick up a history book or attend a public program. A single well-crafted post about a Patriot ancestor, a battle anniversary, or a constitutional principle can educate thousands in minutes.

## 1 Micro-History Posts

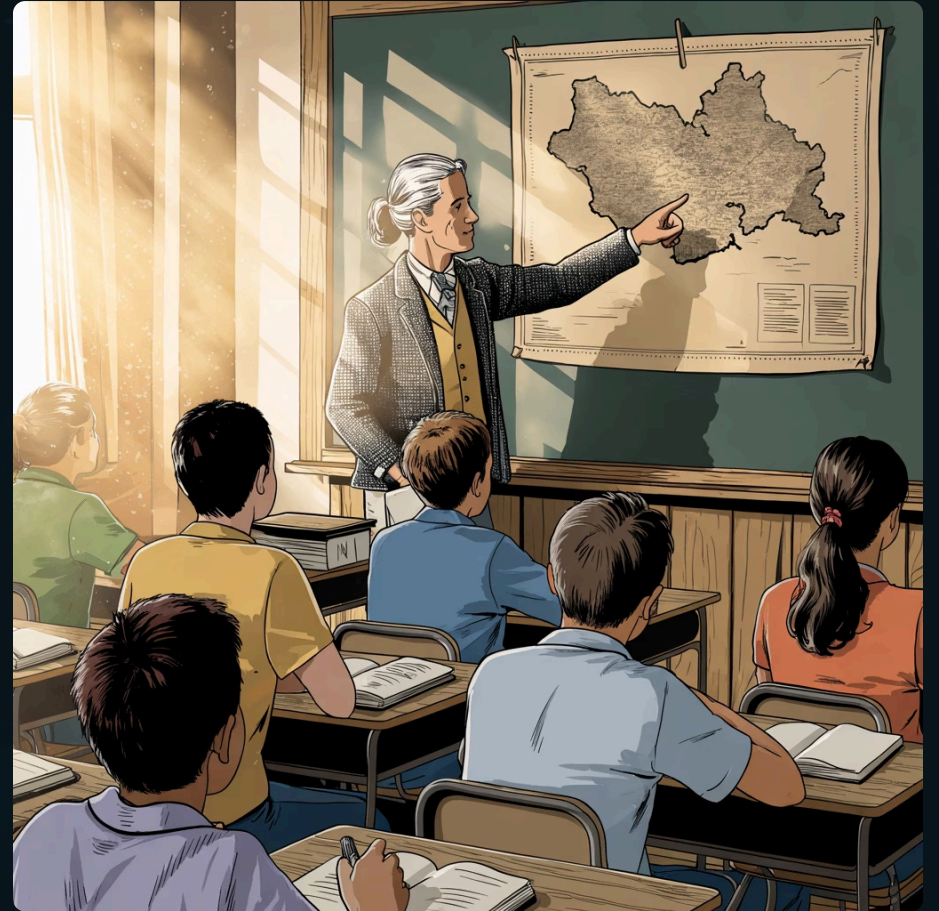
Short, shareable stories about founding era events and figures

## 2 Links to SAR Resources

Drive traffic to genealogy tools, education centers, and event pages

## 3 Youth and School Outreach

Connect teachers and students to SAR's award and scholarship programs



# What People Respond to Online

SAR's brand guide asks two essential questions before any content is created: **Is there an engaging story to tell?** And **how should the audience feel** when they connect with it? The answer to the second question should always be: *inspired, informed, and connected.*



## Story

People connect with narrative — not press releases. Tell the human story behind the history.



## Emotion

Pride, reverence, gratitude, and inspiration drive shares and engagement more than facts alone.



## Connection

Audiences want to see themselves in the mission — real people, real places, real impact.



# What Content Works for SAR

SAR's brand guidance explicitly recommends spotlighting people and stories to build lasting audience connection. The following content types have proven resonance with patriotic, history-minded, and civically engaged audiences — and they are available in every chapter.



## Patriot Biographies

Short profiles of Patriot ancestors — who they were, what they did, why it mattered



## Grave Markings & Commemorations

Ceremony photos and stories that honor sacrifice and bring history to life



## Youth Programs & Awards

Essay winners, scholarship recipients, and JROTC honorees — visible, shareable, inspiring



## Member Spotlights

Personal stories of members and their Patriot lineage build community and attract inquiries

# Platform Roles for SAR

SAR's marketing plan recommends a platform-specific strategy. Different channels serve different audiences and content types — the key is using each one intentionally and consistently.

## Facebook — 2–3×/Week

Ideal for longer posts, event announcements, photo albums, and reaching established members and families. SAR's largest platform audience.

## X (Twitter) — Near Daily

Best for brief patriotic observations, historic anniversary notes, America 250 updates, and linking to longer SAR content.

## Instagram — Visual Posts

Reserve for high-quality photos of ceremonies, events, historic sites, and branded graphics. Reaches younger audiences most effectively.

## Video — Priority Content

SAR's marketing plan emphasizes video growth. Short ceremony clips, patriot stories, and member testimonials perform exceptionally well across all platforms.

# Why Visuals Matter

SAR's brand guide emphasizes creating content that appeals emotionally and drives engagement. Visuals — photos, short clips, branded graphics, and infographics — are the engine of that emotional appeal. History is visual. The Revolution was vivid. SAR's ceremonies are striking. These are natural assets for visual storytelling.



## Photos Tell Stories Instantly

A single powerful image from a grave marking or ceremony communicates reverence, heritage, and mission without a single word of caption.



## Short Video Drives Reach

Brief clips — even 30–60 seconds — of ceremonies, speaker remarks, or youth award moments dramatically increase visibility on every platform algorithm.



## Branded Graphics Build Identity

Consistent templates with SAR colors, seals, and typography reinforce brand recognition and signal a professional, credible organization.

# What Happens If SAR Does Nothing

SAR's own guidance is direct: all levels of the organization must become more social media savvy, **or risk becoming irrelevant**. This is not an exaggeration — it is the competitive reality of organizational life in a digital-first world.

## ↓ Weaker Visibility

Prospective members, students, and the public simply will not find SAR — because they are not looking in newspapers

## ↓ Membership Pipeline Risk

Without consistent discovery and outreach, the pool of new applicants naturally shrinks over time

## ↓ Missed 250th Moment

The semiquincentennial is a once-in-a-generation opportunity — and silence during it is a permanent loss

## ↓ Organizational Decline

Organizations that do not communicate where their audiences are eventually lose the cultural relevance needed to fulfill their mission

# Common Barriers — and You Are Not Alone

SAR's marketing plan acknowledges directly that **lack of participation by membership** is a real challenge. Most chapters face similar obstacles — and all of them are solvable with the right support and approach.

01

## Time Constraints

Officers are volunteers with full lives — posting must be simple and fast

02

## Confidence & Comfort

Not everyone grew up with social media — training and templates help close the gap

03

## No Designated Volunteer

Many chapters lack a social media chair — recruiting one person changes everything

04

## Fear of Doing It Wrong

Imperfect, consistent posting outperforms perfect, occasional posting every time



- ✓ The goal is not perfection — it is participation. Start with one platform, one post per week, and one volunteer. That is enough to begin.

# What a Simple Chapter Strategy Looks Like

A chapter does not need a marketing department to succeed at social media. SAR's social media and marketing plans both support structured, consistent execution. Here is what a sustainable, simple strategy looks like in practice.

1

## Content Calendar

Plan posts monthly: historic anniversaries, upcoming events, and recurring weekly themes like "Patriot of the Week"

2

## Event Coverage

Assign one person at each event to capture 5–10 photos and one short video clip for posting within 48 hours

3

## Repost National Content

Share and reshare content from SAR national and state societies — it fills your calendar and amplifies the brand

4

## Calls to Action

Every third post should invite action: "Visit our website," "Ask us how to join," or "Share with a history lover"

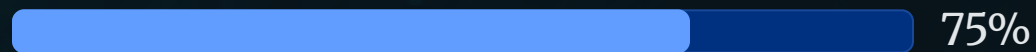
# How to Measure Success

SAR's brand guide recommends tracking analytics to identify what content gets the most engagement. You do not need to be a data expert. Start with a few simple numbers, tracked monthly, and let the data guide your next month's content decisions.



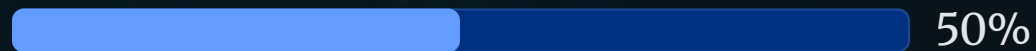
## Baseline Goal

Establish a starting point for followers, reach, and clicks before measuring growth



## Engagement Rate

Aim for likes, comments, and shares on the majority of posts you publish each month



## Content Mix

At least half of posts should be visual — photos, graphics, or short video clips

## Key Metrics to Track Monthly

- **Follower growth** — are more people finding your chapter?
- **Reach and impressions** — how many people saw each post?
- **Website clicks** — are people following links to SAR resources?
- **Comments and shares** — which posts spark conversation?
- **Event interest** — did social posts drive attendance or RSVPs?
- **Membership inquiries** — did someone ask about joining after seeing a post?

📌 Even a simple monthly spreadsheet with 4–5 numbers is enough to see trends and improve your strategy over time.

# Action Plan: Your Next 30 Days

Every chapter can take meaningful action this month. You do not need a large budget, technical expertise, or a full committee. Start here — and build from this foundation.



## Claim & Secure Accounts

Ensure your chapter has claimed its Facebook page and at least one other platform. Secure login credentials with a shared chapter email.



## Update Branding

Add the SAR seal, chapter name, and official colors to profile and cover images. Link to your state or national website in the bio.



## Post Weekly with Visuals

Commit to one post per week minimum. Use a photo or graphic with every post — even a smartphone photo is far better than text only.



## Share One Story

This month, post one Patriot biography, member spotlight, or historical anniversary story. Use it to invite engagement: "Share with someone who loves American history."



## Link Back to SAR

Every post that mentions a program, event, or resource should include a link to the chapter, state, or national website. Drive traffic intentionally.

# Social Media Is Mission Work

Telling SAR's story online is not a distraction from our mission — **it is our mission carried into the 21st century.** Every post honors a Patriot ancestor, educates a future citizen, and opens a door for the next generation of SAR members.

## Preserve History

Share the stories that deserve to be remembered — publicly, visibly, and consistently

## Educate the Public

Bring the founding era to people where they are — on their phones, in their feeds, in their lives

## Strengthen SAR's Future

Build the membership pipeline, sustain the mission, and secure the organization for generations ahead

**The Revolution was fought to be remembered. Let's make sure it is.**

SONS OF THE AMERICAN REVOLUTION

AMERICA 250

#SARMISSION