

# SAR Social Media Best Practices

## Facebook & Twitter





Welcome to the SAR Social Media Best Practices Guide. This guide will aid local SAR chapters and state societies in creating, developing and moderating Facebook groups and Twitter accounts. SAR is on its way to branching out into the on-line world of social media. Facebook and Twitter are currently the two largest social media companies and are the most vital in reaching out to current SAR members, as well as potential ones. We will start with Facebook groups and then move to Twitter accounts.



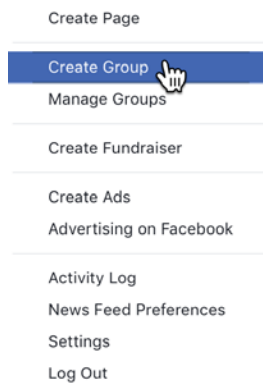
Facebook has been around longer than Twitter and is more secure in the way things are shared. The nice thing about Facebook is the fact that you can create groups. Groups are important in keeping people informed. For example, a group for the Oklahoma Ardmore Chapter SAR; their group's moderator has added members to the group keep them informed of chapter news, as well as allowing group members to also share things on the group's wall. If a chapter chooses to create a group, it should first choose who is going to create and moderate the group. This person is preferably the president of the chapter, but anyone who is responsible and is willing to undertake the task is also a good choice. It is important that only one group exist for each chapter. The same guidelines apply for each state society.

## Creating a Facebook Group

To create a group, the chosen person will first log-in to their own Facebook account and then click on the inverted triangle in the upper right-hand corner of the page. This will reveal a drop-down menu.



Next, click on “Create Group” from this menu.

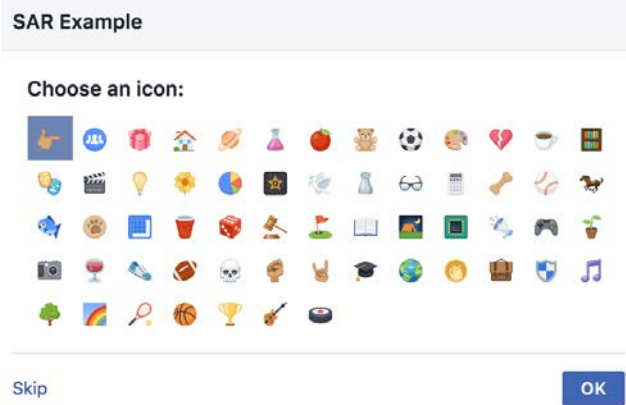


A dialogue box will then appear. Enter the name of the chapter or state society in the box labeled, “Name your group”. Adding people to the group in this step is optional, and people can be added to the group later if you choose to skip this step. For now, we will set the group’s privacy as closed. We will make the group public after we have tweaked the group to our liking. Public groups are best for organizations, because potential members can see what is happening in the group without joining the group. Again, we will choose a closed group for now. After you have entered the applicable information, click on the button labeled, “Create”.

A screenshot of the Facebook 'Create New Group' dialog box. It has a title bar 'Create New Group' with a close button. Below is a carousel with a slide showing a group of animals and the text: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' The next section is 'Name your group' with a text input field containing 'SAR Example'. Below that is 'Add some people' with a text input field containing 'Enter names or email addresses...'. The next section is 'Select privacy' with a link 'Learn more about groups privacy'. There are two privacy options: 'Closed Group' (selected) with a lock icon and description 'Anyone can find the group and see who's in it. Only members can see posts.', and 'Public Group' (disabled) with an open lock icon and description 'Anyone can find the group and see who's in it. Everyone can see posts.' At the bottom left is a checkbox 'Pin to Shortcuts' and at the bottom right is a blue 'Create' button.



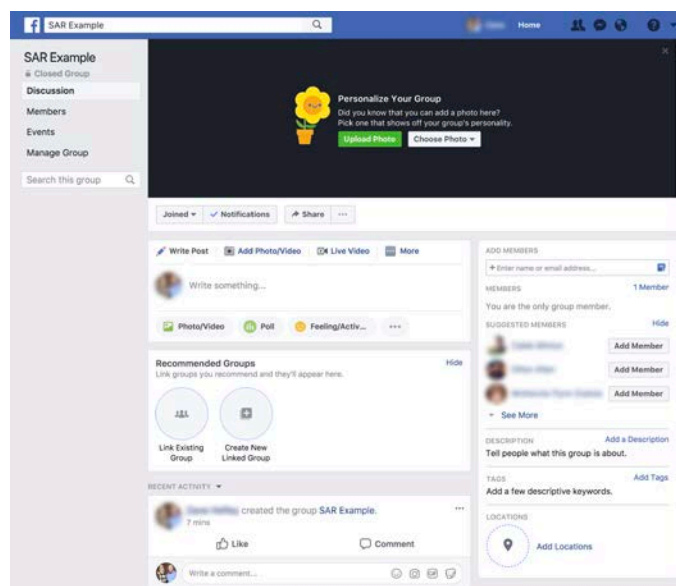
Next, Facebook will ask if you want to set an icon for the group. You may choose an icon or just skip this step for now. It is recommended that you just click on “Skip”.



Facebook will then redirect you to your newly created group.

## Editing the Group

Perhaps the first thing you will want to do is do as Facebook recommends and upload a cover photo. Choose an interesting photo from your chapter or state society or find a patriotic photo online to fill in this area. Just for an example, we will choose a royalty-free photo of some miniature American flags from Google Images. Facebook will then ask you to position the uploaded photo to your liking. Position it in a presentable way.



Creating a new Facebook page is basically like filling in the blanks. Look over the group and see what you can edit. Near the lower-right of the group, you will see an area to add a description, add tags and add locations. Add a description to describe your chapter or state society. Tags are simply words to describe your group. Enter tags like, “Sons of the American Revolution”, “Patriotism”, “American Revolutionary War”, etc. in this area. Add a location to tell people what city your chapter is based in.

DESCRIPTION

Add a Description

Tell people what this group is about.

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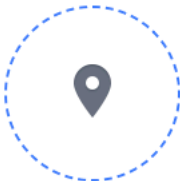
TAGS

Add Tags

Add a few descriptive keywords.

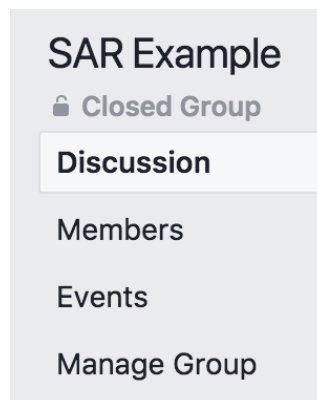
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LOCATIONS

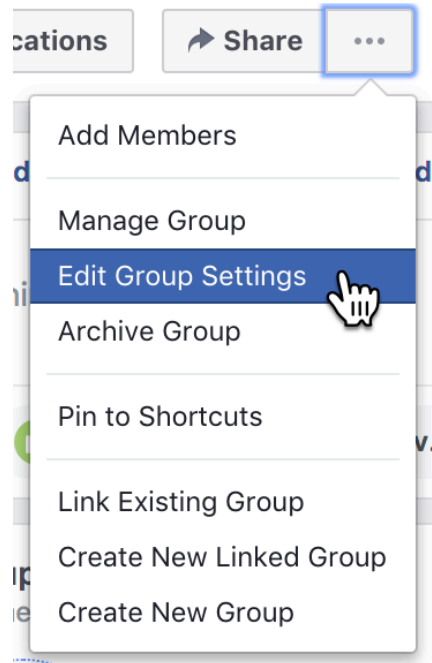


Add Locations

In the upper-left of the group, this area is used for navigation. “Discussion” means the front page of the group. “Members” allows you to see the people who are members of the group. “Events” allows you to create events to inform group members of upcoming events. “Manage group” is only what the admin and moderators of the group can see; this is used to manage group settings.



After you have made your group presentable, it is now time to change the group to “public” and add people to the group. To do this, click on the button with the three periods to the right of the “Share” button. Then click on “Edit Group Settings” from this drop-down menu.



This will bring you to a page where you can edit many various settings of the group. However, what we are looking for is to make the group public, so click on the “Change Privacy Settings” button under the Privacy section.


**Privacy** Closed Group. Anyone can find the group and see who's in it. Only members can see posts.


**Change Privacy Settings**


Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. [Learn More](#)

This will reveal a popup menu. Click on the button beside public and then click “Confirm” to confirm the selection and then click “Confirm” again in the following popup menu.

**Change Group Privacy Setting** ✕

☒  **Public**  
Anyone can see the group, its members and their posts.

☐  **Closed**  
Anyone can find the group and see who's in it. Only members can see posts.

☐  **Secret**  
Only members can find the group and see posts.

All members and admins will receive a notification that the group privacy settings have changed.

Cancel Confirm

Congratulations, the group is now public, and you are now able to add people to the group. You can do this by typing in people’s names or email addresses on the right of the page near the middle. After this, you may share whatever you want on the group’s wall. Other members of the group may also share items on the wall. The whole point of a group is to keep people informed, and when people share information on the wall, this exercise is practiced. At each meeting, encourage others to join the group and share things on the wall to create cordial discussion.

#### ADD MEMBERS



MEMBERS

1 Member



Twitter is completely different than Facebook. It is basically completely open, apart from only a few privacy settings. Twitter is only used for light social media, such as sharing pictures and text (the limit is only 280 characters per tweet). Twitter has no groups, and its settings are less customizable. However, it is a growing social media platform that is critical for SAR's ability to reach out.

## Creating & Editing a Twitter Account

Again, each chapter and state society should choose someone responsible and willing to maintain each Twitter account. This person will go to Twitter.com and click on "Sign up" in the upper right-hand corner of the page.



This will bring you to a page where you can enter your full name, email address and password for the account. After entering in the information, click on "Sign up", and you will be directed to another page where you can choose your username. This is the most important part of the account. Choose a username that represents the chapter or state society; for example, "CityChapterSAR", "CityChptSAR", "StateSAR", etc. Finally, click on "Create my account" to be taken to your new Twitter account.

### Join Twitter today.

☒ Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)



Setting up the account is very similar to the steps above with Facebook. Choose a profile picture, a cover photo and tweak the account settings. This can all be found under “Edit profile” near the middle of the page.

**Edit profile**

Then start “tweeting” and invite people to “follow” your Twitter account. Be aware that Twitter is mostly open, and it is difficult to choose what people can and cannot see on accounts. Twitter is also watered-down in a sense, where there are no groups. However, the nice thing about Twitter is since it is so open, your “tweets” can grab more views than posts in a Facebook group, where the views are constrained. This allows subjects and hashtags to start “trending” nationwide if a lot of people tweet about certain topics. This makes Twitter more exciting and fast-paced to use than Facebook and why seniors and millennials alike are moving to it, as well as also keeping up with more detailed personal events on Facebook.



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## Use of Social Media Hashtags

Social media hashtags are very important. They allow people to quickly search across social media for topics of interest. You can also track what is trending on social media. When there are big news events, you can quickly see who else is talking about the event, what they are saying, and even how many people are participating.

*Using hashtags will also help the managers of the SAR Magazine Facebook page to be able to find your social media posts and share them on their Facebook page.*

The National SAR has created a guide to using hashtags, and it can be found on the National SAR website.

## Times and Frequency of Posting on Social Media

When you post information on your social media accounts depends on who your target market it. You want the information you are posting to be available when your audience is online. This may take some experimenting on your part to see when people are sharing your posts with others.

Current rule of thumb to get you started:

- Facebook - between 10:08 am and 3:04 pm
- Twitter – between 9:00am and 9:00pm

Searching online will give you all kinds of information on the frequency of posting. Most of those are for marketing businesses and services. You do not want to send out that much information. First, your target audience will feel like you are spamming them, making them want to stop following you. Second, you will be unable to create that much original information.

When you are sharing information, be sure to consider what you are sharing. Sharing of different images allows you to post more frequently. Texts with lots of information less frequently. Think about how you use Facebook and Twitter. Those people and groups that you follow, what are they sharing, and how often.

Current rule of thumb to get you started:

- Facebook - One to four posts per week
- Twitter – five to twenty posts per week

## Suggested Topics for Posting

Know your audience. Who are you trying to reach out to? What do they want to know? What do they need to know, that they currently don't?

Suggested Topics to get you started:

- Upcoming meetings
- Meeting reminders
- Chapter events
  - Wreathes Across America
  - Work with Veterans
  - Grave Markings
  - Genealogy Workshops
  - Etc.
- Parades
- Member Spotlights
- Patriot Spotlights
- Chapter Youth Contests
- This day in American Revolution History
- Be Creative

## Monitoring Your Social Media

Social Media is an experience both for you, when you share it with others, and for others when they have the chance to respond. This also means that from time to time your followers will share information to your Facebook or Twitter that may be socially unacceptable. Someone must regularly monitor your social media to make sure this is not happening. You may from time to time have to delete posts, block users, etc. This is not about censorship – it is about making sure what is shared is consistent with your mission and message, and it is not offensive.

## Tools for Scheduling Social Media Posts

There are great tools that you can use to schedule your posting on social media. This allows you to spend a couple hours and schedule out your social media posts for weeks at a time.

Some of these tools are even free.

- Hootsuite
- Buffer
- Likeable Hub
- Mavsocial

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