

National Society of the Sons of
the American Revolution



Social Media / Online Communication Guide

May 24, 2023

EXECUTIVE SUMMARY

The most typical modes of communications in the 1770's America were letters, sermons, speeches and meetings, pamphlets, broadsides, newspapers, and magazines. Today 79% of the U.S. population is on social media. In the U.S. alone, 72% of Americans between the ages of 50-64 are on Facebook, and 62% of those above 65 are also there. Those ages 18-29 are 90% on social media, while those ages 30-49 are at 82%.

The Sons of the American Revolution can no longer depend on local newspapers, radio stations, or other local media outlets to help us "get the word out," or to help us increase membership. At all levels (National, State, and Local) we must become more social media savvy, or our organization will soon become irrelevant.

Social media marketing is a vital component of the overall SAR strategy to connect with the target audiences, as well as increase engagement and communication among our current and potential members. The primary goals of our social media strategy are:

- Increase SAR membership.
- Increase awareness of the 250 Anniversary.
- Increase general public awareness of SAR values and purpose (historical education).
- Increased engagement with SAR social media accounts and websites.

PURPOSE

A quality strategic social media plan is an outline of the content that the organization will post, the responsibilities of the social media team, and social channels to be utilized to promote the organization. SAR social media strategy will include various platforms for the online presence to reach target audiences that frequent each platform and engage with the content.

The primary goals of the social media strategy are to:

- Increase brand awareness
- Grow your brand's audience
- Boost community engagement
- Drive traffic to the website
- Generate interest in the organization's events and offerings.

The purpose of this Social Media Plan is to establish the standards necessary for execution of an effective social media strategy to ensure SAR can reach stated goals for the organization. The components of this guide include:

- Social Media Champions
- Social Media Strategies
- Social Media Calendar
- Branding Elements

SOCIAL MEDIA CHAMPION(s)

For the sake of cohesion of messaging, continuity, and adherence to standards established; it is necessary to have a dedicated social media officer (or chairman) at the state and chapter levels.

Each local chapter needs a social media chairman. This person should also have responsibility for the local chapter website.

Each state needs a social media officer or chairman who can communicate with the local chapters sharing content and posting strategies, as well as news and events that should be posted.

SOCIAL MEDIA STRATEGIES

Regular posting is important to remain visible in timelines of the users of each platform. The frequency for posting on each site is important; the quality of engaging content is paramount. The following are details of the social media strategies for SAR along with guidelines and suggestions:

Social Media Accounts

SOCIAL MEDIA PLATFORM	RECOMMENDATIONS	CONTENT	POSTING FREQUENCY	AUDIENCE	BENEFIT
FACEBOOK	Each chapter and state should have a Facebook profile.	Photos, videos, blog posts	2 – 3 times per week	2.9 billion active users; 57% male;	Largest platform to reach target audience
TWITTER	Each chapter and state should consider having a Twitter profile.	News or updates about the organization; promote website/blogs.	Optimally, Daily	211 million active users; 62% male; 1/3 college-educated and high-earning	Will make our organization much more consistent and searchable
INSTAGRAM	Each chapter and state should consider having an Instagram profile.	Can feature visually interesting items, like pieces from a collection; photos, quotes, stories, videos.	2 – 3 times per week	2 billion active users; 52% male; younger audience	Opportunity to introduce to younger for joining and educational resources
LINKEDIN	National has a LinkedIn page that can be utilized by chapters as well	Articles; promotional stories & videos; content meant to engage potential sponsors & members	Weekly	810 million active users; 52% male; user base is well educated	Great platform for networking and targeted campaigns
YOUTUBE	National has a YouTube channel. Chapters and states should consider creating their own YouTube channel and should send short	Engaging video content such as promotional videos which explain what the organization is about and has to	2 times per month	2+ billion active users; 54% male; highest reach is aged 15 – 35;	Go-to video streaming platform increasing potential for engagement with target

	videos to Marketing & Public Relations manager for possible posting on the NSSAR YouTube channel.	offer the target audiences.			audience
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Websites

The website serves as the hub for all other forms of communication. It is important to direct your audience to the website where they will learn more about the organization as well as respond to calls for action on social media content. Each chapter and state should have a website. Websites are great for helping the target audience find SAR online, promoting the offerings of the organization, and establishing credibility and social proof.

If your chapter has a website, great! If not, please consider creating one.

Gaining visibility on the various search engines increases the chance of click-through to the SAR website. Two key search marketing techniques are paid placements using pay-per-click, such as Google Ads or Bing, and using search engine optimization (SEO), where the user searches by a specific keyword or phrase that is built into the SAR website, where no charge is made for clicks from the search engine.

Increasing Engagement

To increase social media interactions, there needs to be stronger engagement efforts which including, but are not limited to:

- Development of a social media calendar to allow for planning ahead for needed posts and content creation
- Create video content for posts to create stronger story-telling and more engaging content
- Create a strategy of engaging with other social media accounts that are aligned with SAR or that may not be aware of SAR, which, in turn, creates greater awareness and engagement
- Ensure all comments received are responded to in a timely manner
- Create a call to action such as “go to our website for more info on [event]”, or ask a question to or of the audience
- Create freebies that the audience may benefit from and, in exchange, receive their email address for future content delivery via email marketing and/or newsletters

SOCIAL MEDIA CALENDAR

A social media calendar provides an overview of your upcoming social media posting needs. It allows for planning posts pertaining to events, important dates, and helps manage any social media campaigns. In the Annex is a sample of a monthly social media calendar. A daily social media calendar could also be created for each month for proactive planning of content and posts. For instance, if there’s a historical date of remembrance on the calendar, the social media chairman will have time to plan the type of post and how to capture the necessary content for an engaging, quality post.

ANNEX

The URL's of various SAR websites and social media accounts are listed below for reference as chapters work to develop their own online presence.

Websites

One example of website hosting is that of The Richard Montgomery Chapter (Dayton, Ohio) that uses Weebly.com as their host (<https://www.sonsoftheamericanrevolution.us/>). They use the paid version and have customized the URL. You will need to make a decision, based on the online talent you have in your chapter, as well as your budget, concerning the direction you want to go.

- National SAR: <https://www.sar.org/>
- America 250 SAR Public Media <https://america250sar.com/public-media-page/?fbclid=IwAR29gWUBbL1OGyvJqCu3KlzHE6JAcSkZo4D47j-VbeQMrfGm0M6LzawSgY>

Facebook

Facebook is free. You should definitely have a profile on this platform.

The URL for the Richard Montgomery chapter is

<https://www.facebook.com/SonsoftheAmericanRevolutionDaytonOhio>

Notice the naming of the page. You might want to consider the same naming convention.

- **National Society of the Sons of the American Revolution (page)**
<https://www.facebook.com/NationalSocietySAR>
- **Sons of the American Revolution (group)**
<https://www.facebook.com/groups/sonsoftheamericanrevolution>
- **SAR Genealogical Research Library**
<https://www.facebook.com/sar.org>
- **National Society Sons of the American Revolution (SAR Magazine)**
<https://www.facebook.com/SARmagazine>
- **Revolutionary War Rarities**
<https://www.facebook.com/groups/745094670097100>
- **250th Anniversary daily content.**
 - https://www.facebook.com/250YearsofLiberty-1346036942197571/?view_public_for=1346036942197571
 - https://www.facebook.com/250Years-Americas-Founding-651520161926325/?view_public_for=651520161926325
 - **America 250 SAR Events (group)**
<https://www.facebook.com/groups/1021550262077224>

Twitter

Twitter is free, although the blue check mark is not. You should also have a profile on this platform. The URL for the Richard Montgomery chapter is https://twitter.com/SAR_DaytonOhio. Again, notice the naming convention. You might want to follow it. This process will make the organization more consistent and searchable.

- National Society SAR Headquarters
<https://twitter.com/SarHeadquarters>

LinkedIn

LinkedIn is also free. Individuals who are still active in their career and currently have profiles on LinkedIn should be encouraged to join the National SAR Group that has been established on that profile: <https://www.linkedin.com/groups/7070711/>. The LinkedIn company/organization page: <https://www.linkedin.com/company/nssar/>

YouTube

YouTube is free. If your chapter/state intends to produce video content (and I strongly encourage you to do so because video gets viewed), you should establish a channel. The Richard Montgomery channel is https://www.youtube.com/playlist?list=PLlieFFnt3nbeFG6WNeL_Yu5SmQMlzSVOC our chapter has the talent onboard to produce video content. I realize that not every chapter/state is plugged into that talent at this time. However; that talent is within your membership / potential membership. So, keep this platform in mind.

- National Society SAR
https://www.youtube.com/channel/UCxXNZX94cumlco_0q6vMvKq
- Revolutionary War Rarities
<https://www.youtube.com/channel/UCoXkctskRWPsdCeMiuFwIQ>

SOCIAL MEDIA CALENDAR (Example)

The following calendar outlines the social media activities for the year:

Q1 202x

January	February	March
Chapter Monthly Meeting posts	Chapter Monthly Meeting posts	Chapter Monthly Meeting posts
Daily sharing on Facebook (250th Anniversary related)	DAR/SAR Luncheon event	Daily sharing on Facebook (250th Anniversary related)
	Daily sharing on Facebook (250th Anniversary related)	Daily sharing on Facebook (250th Anniversary related)

Q2 202x

April	May	June
Chapter Monthly Meeting posts	Chapter Monthly Meeting posts	Chapter Monthly Meeting posts
Daily sharing on Facebook (250th Anniversary related)	Daily sharing on Facebook (250th Anniversary related)	Daily sharing on Facebook (250th Anniversary related)
(Possible Color Guard Grave Marking Events)	Labor Day Parade – Color Guard	(Possible Color Guard Grave Marking Events)

Q3 202x

July	August	September
July 4th Parade – Color Guard	Daily sharing on Facebook (250th Anniversary related)	Chapter Monthly Meeting posts
Daily sharing on Facebook (250th Anniversary related)	(Possible Color Guard Grave Marking Events)	Daily sharing on Facebook (250th Anniversary related)
(Possible Color Guard Grave Marking Events)		Labor Day Parade – Color Guard

Q4 202x

October	November	December
Chapter Monthly Meeting posts	Chapter Monthly Meeting posts	Chapter Monthly Meeting posts
Daily sharing on Facebook (250th Anniversary related)	Daily sharing on Facebook (250th Anniversary related)	Daily sharing on Facebook (250th Anniversary related)
(Possible Color Guard Grave Marking Events)		DAR/SAR Christmas Luncheon