# Choosing Platforms for Your Historical or Genealogical Society

*Choose social media platforms that help your society connect with members, welcome new people, share its work, and support its goals.*

Your society doesn't need to be everywhere. Start with the platforms that reach the people you want to serve and fit the time and skills your volunteers have available.

**1. What do you want social media to help your society do?**
Check any that fit:

- Keep current members informed and involved
- Welcome prospective members
- Promote meetings, programs, and events
- Share local history, genealogy, or society news
- Highlight collections, projects, or member contributions
- Connect with educators, libraries, archives, or community groups
- Encourage donations, volunteers, or other support
- Other: _____

What is your society's most important social media goal right now?

2. Who do you want to reach?

- Current members
- People who may become members
- Family historians and genealogists
- Local history enthusiasts
- Educators and students
- Libraries, archives, museums, or community groups
- People interested in a particular place, topic, or time period
- Other: _____

What would you like people to do when they see your posts?

- Attend a meeting or event
- Learn about or join the society
- Participate in a project or discussion
- Explore the society's collections or programs
- Volunteer or support the society
- Share a memory, question, or local-history connection
- Other: _____

**3. What can your society share?**

Check the content your society could share:

- Meeting and event announcements
- Speaker, program, or workshop introductions
- Local history or genealogy stories
- Photographs, documents, or collection highlights
- Member introductions or contributions
- Research tips or answers to common questions
- Behind-the-scenes views of society activities
- Volunteer opportunities and project updates
- News from partner organizations
- Other: _____

Which two kinds of posts would be easiest to share regularly?

1.
2.

*Before sharing photos, documents, or member stories, consider permissions, attribution, and whether anyone pictured or named would expect to be asked first.*

**4. What volunteer capacity do you have?**

Who could help maintain the society's social media?

- One volunteer
- A small communications team
- Several program or committee volunteers
- A staff member
- We need to identify someone

How much time can the society realistically set aside?

- 15 minutes or less per week
- About 30 minutes per week
- About an hour per week
- More time around events or projects

What would make the work manageable?

- A simple monthly content plan
- Reusable post formats
- A shared folder for photos and announcements
- A clear review and approval process
- Help from members who contribute stories or content
- Other: _____

**5. Consider account access and continuity**
Before choosing or expanding platforms, discuss:

- Who owns or administers each account?
- Do at least two trusted people have appropriate access?
- Is the login information stored securely?
- What happens when the volunteer managing an account steps down?
- Who reviews posts that include society news, collection items, or member information?
- How will the society handle comments and messages?

What account or volunteer process needs attention?

**6. Compare a few platform options**
Think about where your members and intended audiences already spend time. Check each platform's current tools, audience controls, accessibility options, and account management features.

| Platform or community | Who we could reach | What society goal it supports | Volunteer time and skills needed | Does it fit? |
|---|---|---|---|---|
| | | | | Yes / Maybe / No |
| | | | | Yes / Maybe / No |
| | | | | Yes / Maybe / No |

**7. Choose a place to focus**
The platform our society will focus on first is:
We're choosing it because:
Our profile should clearly show:

- The society's name and purpose
- Who the society serves
- How to learn about membership
- Where to find upcoming events
- How to contact the society
- A link to the society's website or main information page

Our first post could be:

- A welcome and introduction to the society
- An upcoming meeting or event
- A member or volunteer introduction
- A local-history or collection highlight
- An invitation to join or participate
- Other: _____

**8. Review your choice**
After trying this platform for a month or two, discuss:

- Are we reaching the people we hoped to reach?
- Are members responding or participating?
- Is the platform helping with our chosen goal?
- Can our volunteers maintain it without overloading the team?
- Are account access and review responsibilities clear?
- What should we continue, change, or pause?

Our next step: _____

The right platform is one your society can use consistently to build connection and support its mission. A manageable presence on one well-chosen platform is a solid place to begin.