



Start Your Plan: A Gentle Guide to Sharing Your Work Online

Society Path

JON MARIE PEARSON | THE SIMPLE LIVING GENEALOGIST

Society Plan: Make your society look as alive online as it is in person

Get clear on your goal.

Answer these:

Our society's main goal for social media is:

- ☐ Increase membership
- ☐ Boost event attendance
- ☐ Highlight our library/collections
- ☐ Stay connected with current members
- ☐ Other: _____

The one audience we most want to reach right now is:

Example: local beginners, lapsed members, younger researchers, people researching our county)

If someone found our page today, the first thing I want them to think is:

“ _____ ”

The genealogy world is full of good work that almost no one sees.

Quiet society pages. Blogs that went silent. Great research locked inside binders and hard drives. Most of the time, it is not a passion problem. It is a “where do I even start?” problem.

This guide is here to change that.

You will not find a rigid schedule or a demand to post every day. Instead, you will:

- Choose the path that fits you: Society, Pros & Businesses, or Historian
- Answer a few simple questions to get clear on your goals
- Walk away with a small, realistic plan you can start this week

Grab a pen, and let's start your plan.

Choose your primary platform

Answer these:

Where are you going to focus for the next 3 months?

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ X
- ☐ Other: _____

Write it down and let everything else be optional for now.

Set a realistic posting rhythm

Answer these:

For the next 3 months, we will:

- Post ____ times per week
- On these main days: _____

Think small and sustainable. For many societies, 2–3 posts per week is perfect.

Quick win checklist (check 1 to do this week):

- ☐ Share one upcoming event with a simple image
- ☐ Post a “behind the scenes” photo from the library or archives
- ☐ Highlight one resource (book, index, database) and ask a question

*You have a simple plan.
Now, keep it gentle.*

You do not need to do everything in this guide at once. Choose:

- One platform
- One small rhythm
- One simple post to share this week

Then build from there.

If this guide helped you:

- Save it and revisit it every few months.
- Share it with a board member, colleague, or friend who is also trying to show up online.
- Keep an eye on your inbox for the Genealogy & The Social Sphere newsletter for weekly ideas.

When you are ready for more support, you can:

- Book a Strategy Session
- Explore content calendars and templates in the shop
- Join a Social Sphere Brainstorm workshop

You do not have to live on social media to make a difference. One clear, honest post at a time is more than enough.