

Create Your Society Introduction Post or Video
For Historical & Genealogical Societies

Welcome people to your society's online community. An introduction can explain what your society does, who it serves, and how someone can take part.

Keep it warm and specific. You don't need to include your full history or every program in one post.

1. Decide where and with whom you'll share

Where might you share your introduction?

- On the society's social media profile
- In a local or genealogy community group
- On the society's website or blog
- In a member newsletter
- As a short video
- Somewhere else: _____

Who do you hope will see it?

- Current members
- People who may become members
- Family historians and genealogists
- Local history enthusiasts
- Educators and students
- Libraries, archives, or community partners
- Other: _____

What would you like them to do?

- Learn what the society does
- Attend a meeting or program
- Ask a question or join a discussion
- Explore membership
- Volunteer or participate in a project
- Follow the society's updates
- Other: _____

2. Choose what you'd like to share

Check any points you want to include:

- The society's name and location or area served
- The society's purpose or mission
- The people or interests the society supports
- A few activities, programs, or resources
- How often or where the society meets, if relevant
- A current event or upcoming opportunity
- How people can become members or get involved
- How to contact the society or learn more
- Something else: _____

What would you most like a new visitor to understand about your society?

3. Plan your introduction

Use these prompts to shape a few sentences:

Our society is called:

We serve or bring together:

We focus on:

People can take part by:

A helpful next step is:

Simple post outline

1. Welcome people: Introduce the society by name.
2. Explain your purpose: Say what your society does and whom it serves.
3. Show what participation looks like: Mention meetings, programs, projects, or community activities.
4. Invite a next step: Link to membership details, an event, or a way to contact you.

4. If you're making a short video

A brief video can feature one representative or a few members. Aim for about 30–60 seconds.

- Choose a quiet place with good light.
- Select a speaker who is comfortable representing the society.
- Put the camera at a comfortable height.
- Keep the message welcoming and focused.
- Add captions if the platform allows.
- Get permission from anyone who appears in the video.
- Check the background for private member information or materials.
- Confirm that dates, links, and membership details are current.

Video speaking notes

Opening: "Welcome! We're _____."

Who we are and what we do:

How people can participate:

Invitation: "We'd love you to _____."

5. Add an image, if you want

Possible choices:

- A photo of a meeting or public program
- A society logo or welcome graphic
- A public historical place connected to your work
- A photo of volunteers or members, with permission
- No image—text or video alone is enough

Add context for historical images and credit sources when appropriate. Confirm permission before sharing identifiable photos of members or visitors.

6. Review before sharing

- The introduction explains the society in plain language.
- Our location or area served is clear, if relevant.
- Membership and event information is current.
- The next step is easy to find.
- We have permission to share photos and quotes.
- The post welcomes newcomers as well as current members.
- We've checked the post's audience and accessibility.
- If it's a video, we've checked the sound and captions.

7. Draft your introduction

Write your post or speaking notes here:

8. After you share

- Check for questions and welcome people who respond.
- Share accurate membership or event information.
- Direct inquiries to the right person or contact channel.
- Thank members or volunteers who helped create the introduction.
- Consider reusing the introduction on your website or at events.

Your introduction is an invitation to connect. Make it easy for people to understand what your society offers and how they can take part.