

Create Your Organization Introduction Post or Video
For History & Genealogy Organizations

Introduce your organization and help people understand its mission, whom it serves, and how they can connect with its work.

You don't need to explain everything at once. Focus on what will help your intended audience understand why your organization exists and what they can do next.

1. Decide where and with whom you'll share

Where might you share your introduction?

- On the organization's social media profiles
- In a community or partner group
- On the organization's website or blog
- In a newsletter
- As a short video
- At an event or presentation
- Somewhere else: _____

Who do you hope will see it?

- Members or current supporters
- Potential members, donors, or volunteers
- Family historians and genealogists
- Historical or genealogical societies
- Educators and students
- Libraries, archives, museums, or cultural organizations
- Community partners
- The general public
- Other: _____

What would you like people to do?

- Learn about our mission
- Explore a program, service, or resource
- Attend an event
- Join, volunteer, or participate
- Subscribe or follow our updates
- Donate or otherwise support our work
- Connect with us or a partner
- Other: _____

2. Choose what you'd like to share

Check any points you want to include:

- Our organization's name and location or area served
- Our mission and purpose
- The people or communities we serve
- The history, genealogy, or heritage work we do
- A few programs, services, or initiatives
- What makes our organization's approach distinctive
- How people can participate, volunteer, or support us
- How to learn more or get in touch
- Something else: _____

What do you most want a new visitor to understand?

3. Plan your introduction

Use these prompts to shape a few sentences:

Our organization is called:

Our mission is to:

We serve or work with:

One way our work makes a difference is:

People can connect with or support our work by:

Simple post outline

1. Introduce the organization: Share its name and where it works.
2. Explain the mission: Describe the purpose in clear, everyday language.
3. Show what you do: Mention a program, service, or initiative.
4. Invite connection: Give one clear next step, such as attending, volunteering, or learning more.

4. If you're making a short video

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

- Choose a quiet place with good light.
- Select a speaker who is comfortable representing the organization.
- Put the camera at a comfortable height.
- Focus on the mission, one example of your work, and one invitation.
- Add captions if the platform allows.
- Get permission from everyone who appears.
- Check the background for private information or materials.
- Confirm program details, links, and calls to action are current.

Video speaking notes

Opening: "We're _____, an organization that _____."

Who we serve and what we do:

One example of our work:

Invitation: "You can connect with us by _____."

5. Add an image, if you want

Possible choices:

- A photo of your team, volunteers, or a public program
- A project or initiative in action
- Your logo or a simple mission-focused graphic
- A relevant place, collection, or community setting
- No image—text or video alone is enough

Make sure you have permission to share identifiable people, partner materials, and collection images. Provide context and attribution where appropriate.

6. Review before sharing

- The mission is clear to someone unfamiliar with our organization.
- We've named the audiences or communities we serve.
- The example of our work is accurate and current.
- The next step is specific and easy to follow.
- We have permission to share photos, stories, and partner materials.
- We've considered privacy and accessibility.
- Contact details and links work.
- 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 or responses and direct them to the right person.
- Thank people who participate or share the post.
- Note which parts of the introduction people respond to.
- Consider reusing the introduction on your website, in a newsletter, or at events.
- Review the content when your mission, programs, or contact details change.

An effective introduction helps people recognize your mission and see a way to connect with it. Keep the message clear, welcoming, and easy to act on.