



# Marketing: USING SOCIAL MEDIA

DEBORAH LONG, [Triangle Jewish Genealogical Society \(2015\)](#)

Social media is a term that refers to Internet-based tools to communicate. Fortunately, most of them are relatively easy to use, and many are free.

**Blogs:** a blog is just a specialized web page (in fact, the name 'Blog' is short for 'WeB log'). A Blog is usually focused on a particular topic and consists of a series of posts that are (typically) short in nature and organized by topics. The newest post is displayed first, and older posts are archived (but still searchable and viewable). What makes a blog different from an ordinary web page is that the reader can add comments to posts they have read. The disadvantage of blogging is that the writing has to be done consistently so that members come to expect the posts. The writer has to have something to say of value and to write reasonably well. This task can be time consuming. Read more [here](#). [eBlogger](#) and [WordPress](#) offer free blogging.

**Facebook:** [Facebook](#) is a great way to reach younger genealogists and some chapters even use it as a substitute for a newsletter. A society officer with a Facebook account can set up a page on Facebook and those interested in the page can then click the 'Like' button to receive posts from the society in their news feed. There are many features on a 'fan page'. You can set up discussions, get news of events or other news about your society out, and do a lot more. As an example, go to FamilySearch's [Facebook fan page](#). Take a look at the [Triangle JGS Facebook](#) page, too.

**Youtube:** [Youtube](#) is a site that allows Internet users to share short videos about just about anything, including chapter news and information as well as genealogy stories. Anyone with a smart phone can make a video ad or presentation for your society and post it to Youtube or two your chapter website.

**Twitter:** [Twitter](#) is a service where you type short messages, called 'tweets' to broadcast a message about something you want others to know about. For family history and genealogy, societies can set up Twitter accounts to send out quick notes about upcoming events and other matters. Your members and others can follow you in the same fashion they do Facebook pages.

**Flickr:** [Flickr](#) is a website for pictures and images. Currently run by Yahoo, it is a great repository for photos and images a person has taken or owns that can be made available for people to find, and use. If you have a chapter event and don't want to put all of the pictures on your website or Facebook, Flickr is a good alternative. Google indexes a great majority of the images so they can be found easily in a Google search. You can retain copyright, or if you wish you can put images into Creative Commons, which means they can be used on other sites by others.

**Podcasts:** A podcast is an on-line audio recording. Podcasts could be a useful technique for getting original content on-line for any society. You may want to record a meeting or a special presentation for later review by your members. Here's a link to [how to create a podcast](#).

There are lots of other forms of social media that a JGS can consider, but the ones above are a good starting point.