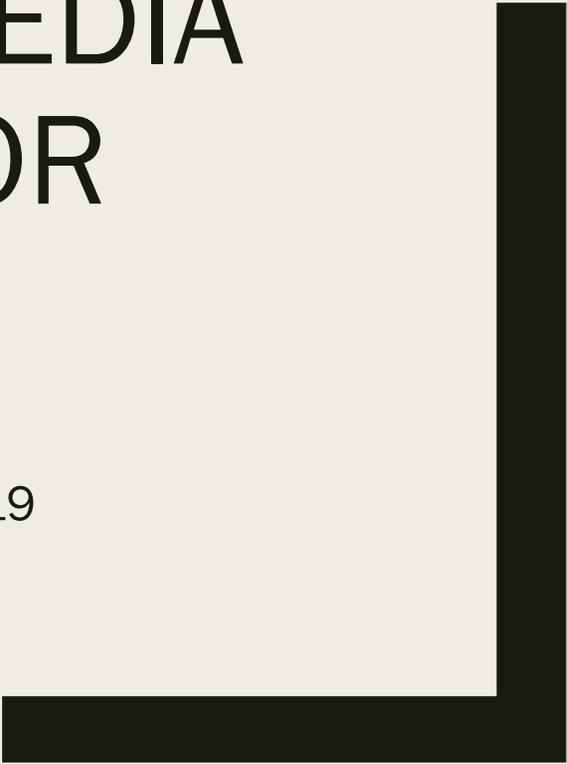




USING SOCIAL MEDIA AND BLOGS FOR GENEALOGY

GCGS Workshop September 7, 2019



What is Social Media?

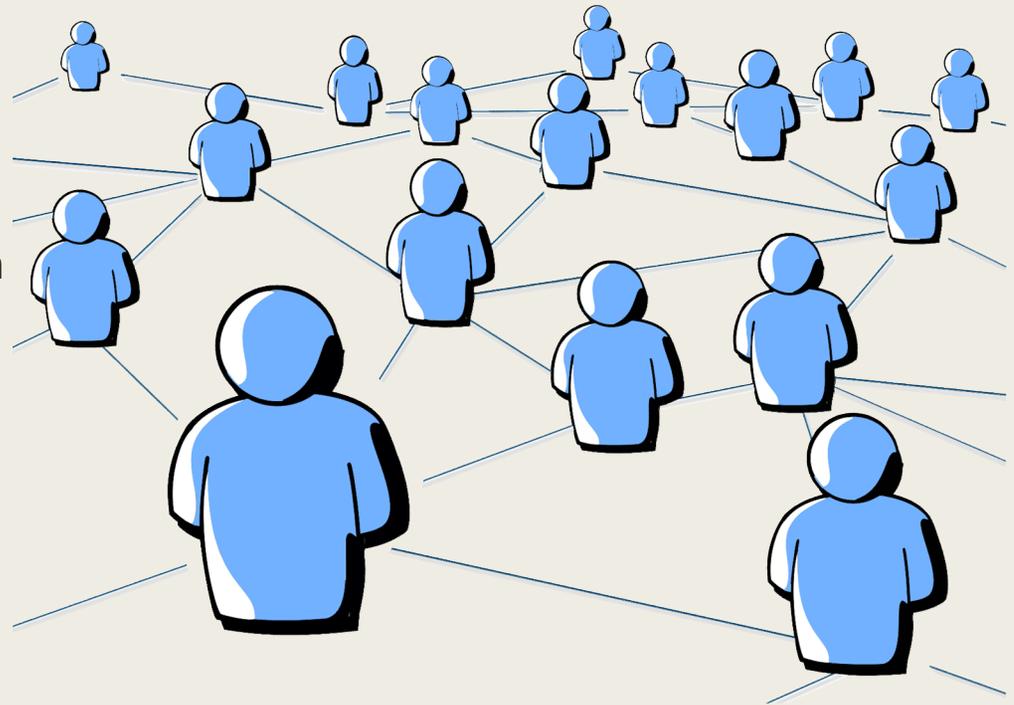
- **Social Media defined by Wikipedia:** *“Social media refers to the means of interaction among people in which they create, share, and /or exchange information and ideas to virtual communities and networks.”*



<http://www.geneamusings.com/2013/10/are-you-using-social-media-for-genealogy.html>

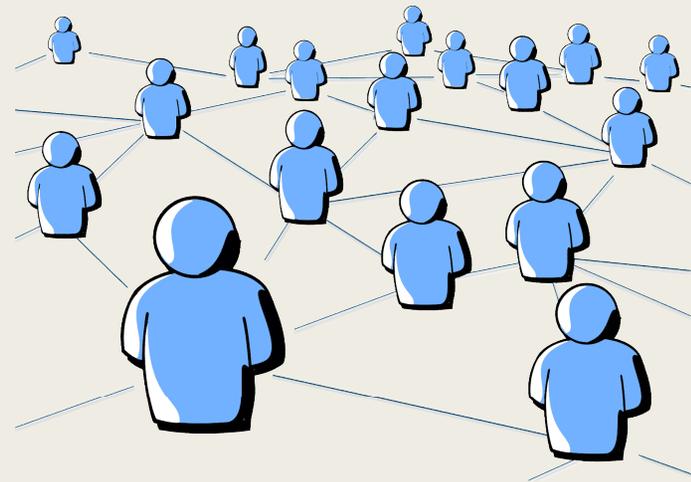
Why use social media or blogs?

- Networking (Cousin Finding)
- Sharing Information
- Finding Information
- Engaging the Younger Generation

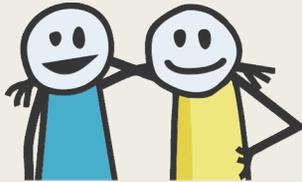


Why use social media or blogs?

- Networking (Cousin Finding)
 - *The power of social networks in modern genealogy comes from being able to ASK and RESPOND*
 - *The amount of response determines the strength of your network:
More people = more potential response.*
- Sharing Information
- Finding Information
- Engaging the Younger Generation



Social Network



Strong Social Bonds

- Family
- Close Friends
- More Formal



Weak Social Bonds

- Acquaintances
- Randomly met people
- More Informal

Our strong social bonds are the ones we EXPECT to provide us with the best information.....

Social Network



...when in reality it is often those uncanny and untimely weak bonds that do.

The fact is that the more weak social bonds we form through social networking the higher the chance of actually acquiring the information we are seeking.

Although it seems almost counter-intuitive, weak relationships statistically produce the most results in research – not per individual, but as an aggregate total. The wider you cast your net, the more you will catch.

Strong Social Bonds

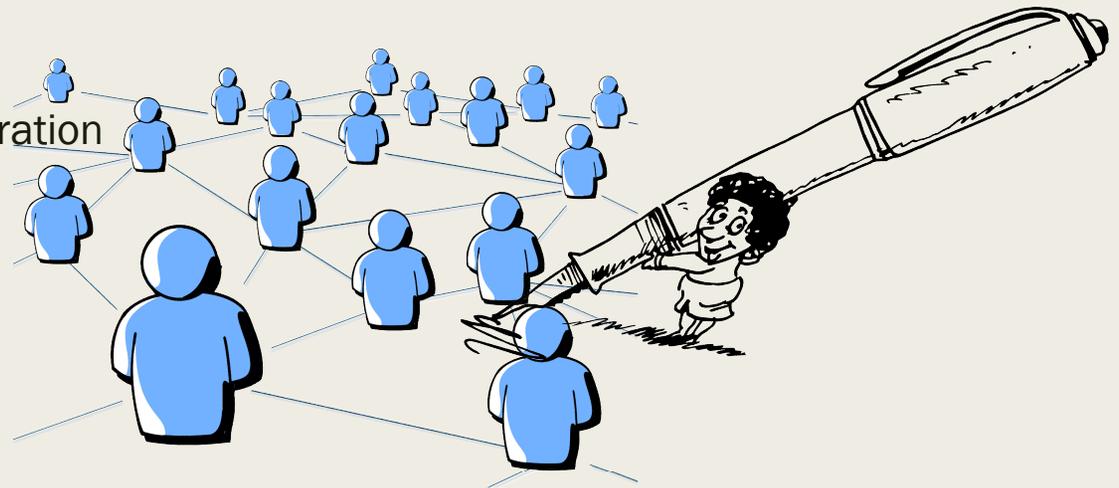
- Family
- Close Friends
- More Formal

Weak Social Bonds

- Acquaintances
- Randomly met people
- More Informal

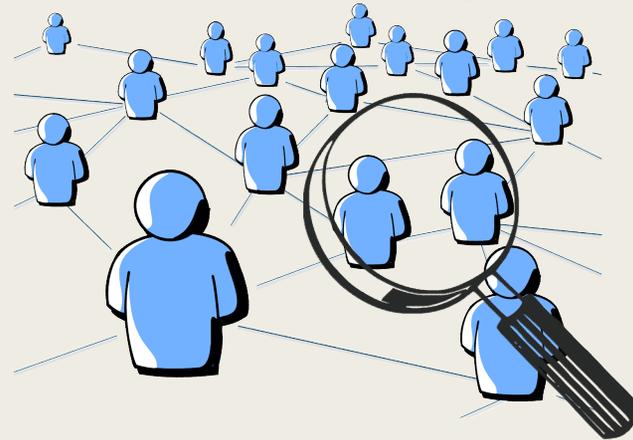
Why use social media or blogs?

- Networking (Cousin Finding)
- Sharing Information
 - *Social media and blogs provide a platform for sharing your family history and stories in your networks*
- Finding Information
- Engaging the Younger Generation



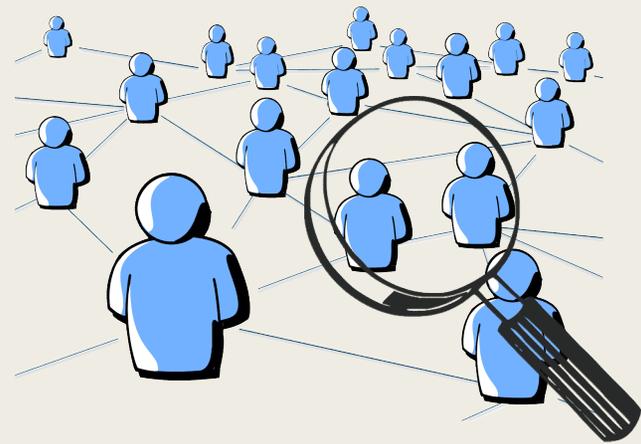
Why use social media or blogs?

- Networking (Cousin Finding)
- Sharing Information
- Finding Information
 - *Don't ignore the opportunity that social media provides for finding family history and stories that cannot be found except by connecting to others who have the information you need.*
- Engaging the Younger Generation



Why use social media or blogs?

- Networking (Cousin Finding)
- Sharing Information
- Finding Information
- Engaging the Younger Generation
 - *Social Media is how they communicate*
 - *Even the 30-50 year age group use Social media as a major source of communication*
 - *If we are to bring the next generations into Genealogy it will need to involve social media*



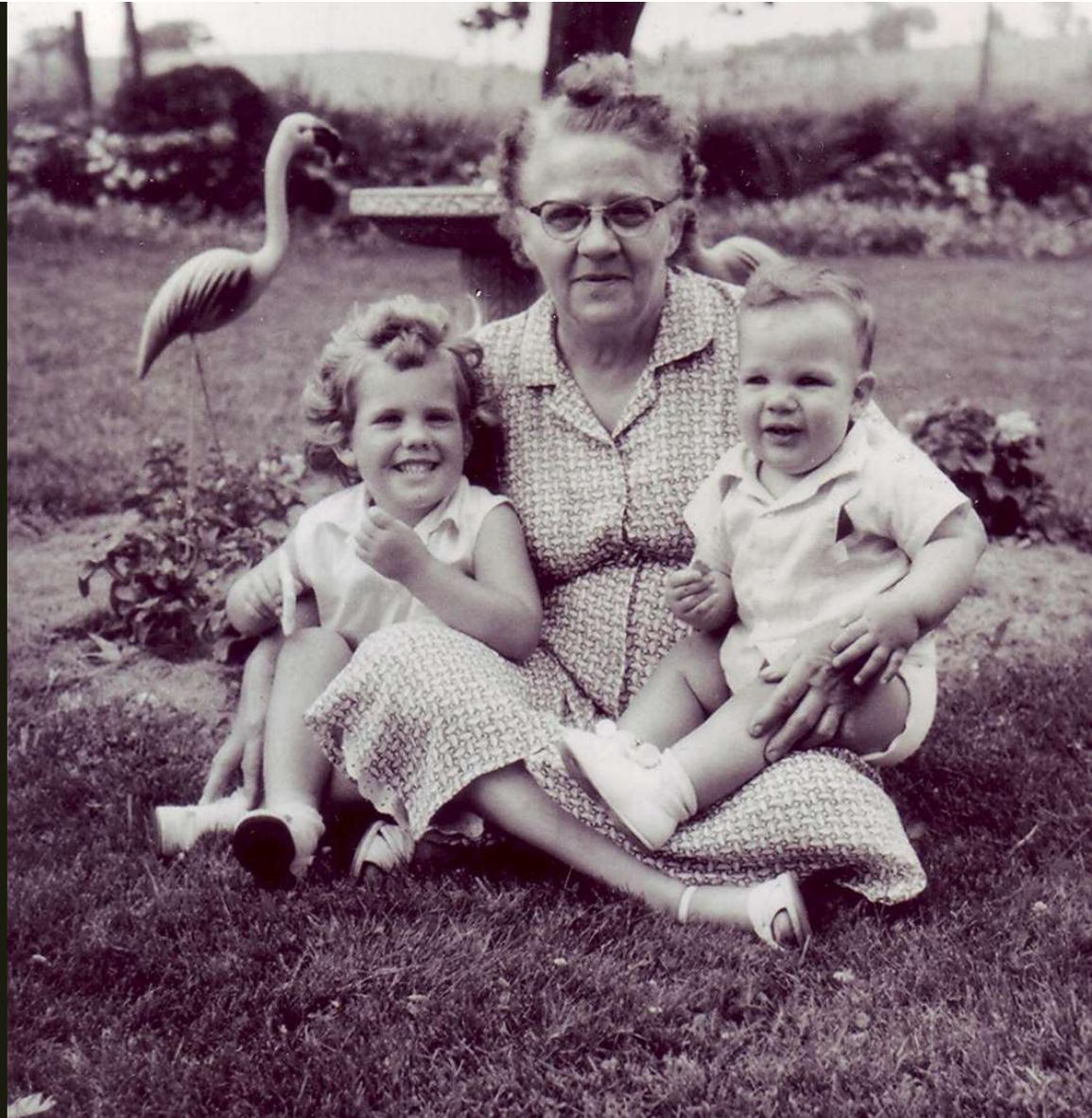
Grandma Martha Hanson

Cousins Robyn and Scott

I shared photo on Facebook and
tagged my cousins with the photo on
August 12, 2016.

August 12, 2019 (3 years later) my
cousin, Robyn, shares it as a memory.

Oh, the conversation that
followed.....



Great-Great Grandparents, Irene & Levi Poff

This photo (and several more) would have been impossible to have if not for my blog and family tree on Ancestry.

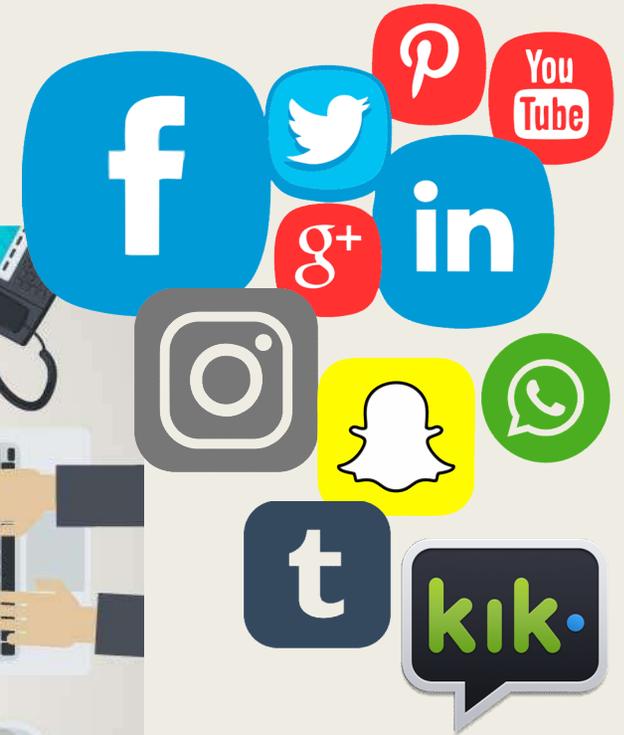
I had posted a wedding picture of my great grandparents on my blog. I received a message from an unknown cousin who was a great granddaughter and her mother, a granddaughter, was still living at 102.



Cousin Connections through Social Network



Getting Started



Through the Confusion



Facebook

Personal Profile – Page – Group

Page

- Instead of “friends” pages generate fans or “Likes”.
- Anyone can “like” or “follow” your page
- Only a page can run ads
- Usually used by businesses, community organizations, or public figure

Group

- A Facebook Group is a place for group communication and for people to share their interests and express their opinion
- A Group comes together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos, and share related content.
- You would first ask to join a group, go through the brief admissions process (that normally involves only one or two questions to answer), and then get started.

Genealogy Groups

Facebook has more than 11,000 genealogy groups in English

- Locational Groups
- General Genealogy Groups
- Lineage Society Groups
- Can't find a group – Create Your Own Group

Genealogist and speaker Katherine R. Willson created a comprehensive and frequently updated index and list of the various locational and subject groups you can join offered in English.

<https://moonswings.files.wordpress.com/2017/06/genealogy-on-facebook-list-jun-2017.pdf>

Genealogy Groups

■ Locational Groups

- *Willson's indexed list has locational groups for all 50 states.*
- *There are genealogy groups for individual counties and major cities. These are the places that may break down your brick walls.*
- *Members of these groups know the tips and tricks of their particular area's genealogy.*

■ General Genealogy Groups

■ Lineage Society Groups

■ Can't find a group – Create Your Own Group

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Genealogy Groups

- Locational Groups
- General Genealogy Groups
 - *What are you interested in? Final resting places, genealogy certification and training, DNA/genetic genealogy, adoption, military, technology, genealogy vacation, etc.*
- Lineage Society Groups
- Can't find a group – Create Your Own Group

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Genealogy Groups

- Locational Groups
- General Genealogy Groups
- Lineage Society Groups
 - *Did your ancestors qualify for lineage society membership, or are you interested in learning more about the societies and pursuing membership? In the index to the Facebook groups list, you'll find "National Society of Daughters of the American Revolution" as well as "Daughters of Early American Witches."*
 - *You'll also find lineage society entries such as for "General Society of the War of 1812," "Sons of the American Revolution" and plenty of others at both national and state levels.*
- Can't find a group – Create Your Own Group
 - *Can't find what you want in those 11,000 groups, create your own!*

Genealogy Groups

Sampling of groups I belong to:

- Green County Genealogical Society, WI
- Lost Photos of Lafayette County
- Family Treasures Found
- Forgotten Faces, Forgotten Places
- Genealogy Do-Over
- Generations Café
- DNA Do-Over
- RootsMagic Users



Genealogy Groups

How to search for a group

- Click the search bar at the top of any page on Facebook
- Enter what you're looking for (ie German Genealogy) and choose from the results

To search for posts in a group

- From your News Feed, click Groups in the left menu, and select your group.
- Click Search this group on the left.
- Enter names or keywords that appear in the post or the comments of the post you're searching for.
- Filter search results by selecting options on the left.

Genealogy Group Queries

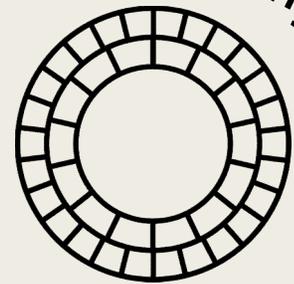
Sample Query

John WALSH, b. 1791 (Ireland) died in 1874 likely in Monroe County, New York, and is buried in Churchville. We are seeking his Will or probate papers and are unsure where to look for these since he may have died in an adjacent county. We would appreciate any local help.

- Be clear, specific, simple, concise as to what you are looking for.
- Capitalize the surname
- If the person is female include maiden name
- Ask a specific question
- Do not include any information that is not directly related to your query. It can be tempting to include some of the interesting facts you have discovered.

Ideas for Using Social Media in your Family History Efforts

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Ideas for Using Social Media in your Family History Efforts

1. Post where the kids are: Snapchat, VSCO, and Instagram (just to name a few)
2. Private Facebook Group
3. Family Pinterest Board
4. Family Hashtags (#HansonHistory #FaustFamilyFacts #PedersonPeople)



Miryelle Resek | Apr 28, 2017

<https://www.rootstech.org/blog/4-ways-to-use-social-media-in-your-family-history-efforts>

Ideas for Using Social Media in your Family History Efforts

1. Post where the kids are: Snapchat, VSCO, and Instagram (just to name a few)
 - Be willing to step out of your comfort zones.
 - Find out what platforms your family members are using.
 - Join and start following them and have them follow you.
 - Then post your stories/images online.
2. Private Facebook Group
3. Family Pinterest Board
4. Family Hashtags (#HansonHistory #FaustFamilyFacts #PedersonPeople)





Snapchat

- Snapchat is a mobile app that allows users to send photos and videos to other friends using the app.
- The sender can adjust how much time the receiver has to view the photo—up to 10 seconds. In addition, you can add the photo or video to My Story, which allows friends to see it for up to 24 hours.
- Consider taking a photo of an ancestor, and write a short description of who that person is. Once you're ready to send the photo, you can click on the blue arrow on the bottom right of the screen, add it to My Story, and send it to your friends.



Snapchat

Miryelle Resek provides the following example posts

Creating a family history Snapchat story could look something like:

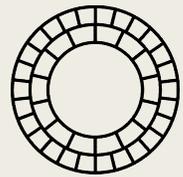
Post 1. This is my great-great-uncle Sam. In 1849, he went to find gold in California.

Post 2. By 1850, he found enough gold flakes that he was able to buy and open a shop in Nevada.

Post 3. A fire destroyed the shop, so he went back to California to try his luck at gold again.

Post 4. In California, he met my great-great-aunt Laura, and they were married shortly after.

Post 5. These are the lace gloves Laura wore at her wedding.



VSCO and



Instagram

- VSCO and Instagram are two very similar mobile apps where users upload a photo and a description to the app, and the photos won't disappear like they do on Snapchat.
- One key difference is that Instagram gives users the option to comment on a photo while VSCO does not.
- On these platforms you can take a picture of an ancestor or heirloom and explain it.

Post weekly, biweekly or monthly

Ideas for Using Social Media in your Family History Efforts

1. Post where the kids are: Snapchat, VSCO, and Instagram (just to name a few)
2. Private Facebook Group
 - Consider making a Facebook Family Group and add your family members to it.
 - Encourage family members to post stories about what's happening in their lives, stories they remember, or things they think would be helpful for the group members.
 - Here you can consider posting photos of ancestors or memories you have, and you can ask for what others may remember that you may have forgotten.
3. Family Pinterest Board
4. Family Hashtags (#HansonHistory #FaustFamilyFacts #PedersonPeople)



Ideas for Using Social Media in your Family History Efforts

1. Post where the kids are: Snapchat, VSCO, and Instagram (just to name a few)
2. Private Facebook Group
3. Family Pinterest Board
 - Pinterest is a way you can organize photos by putting them on different themed boards. After creating an account, creating a collaborative family Pinterest board is a way you can connect with your family members as you do family history.
 - With a family Pinterest board, you can upload photos and a description, but you can also add collaborators to the board and give them the ability to post as well.
4. Family Hashtags (#HansonHistory #FaustFamilyFacts #PedersonPeople)



Ideas for Using Social Media in your Family History Efforts

1. Post where the kids are: Snapchat, VSCO, and Instagram (just to name a few)
2. Private Facebook Group
3. Family Pinterest Board
4. Family Hashtags (#HansonHistory #FaustFamilyFacts #PedersonPeople)
 - By tagging your family photos or stories with a customized family hashtag, you make it easier for your family members to search and find the photos and stories you've written.



How Hashtags Help Your Genealogy

What is a Hashtag?

- A hashtag is a combination of the pound sign and a word or phrase (with no spaces).
- For example: *#genealogy* or *#familyhistory* are both hashtags.
- They're used in social media to help people find content on a specific topic. (They're also added sometimes as a way to express a feeling, such as *#IAmSoTiredOfWinter* on a tweet about below zero temperatures)



How Hashtags Help Your Genealogy

How to Use a Hashtag?



- Hashtags are commonly used on Twitter, Instagram, and Google+. Pinterest recently started supporting hashtags; the use of them there is growing rapidly. For example: *#genealogy* or *#familyhistory* are both hashtags.
- They're used in social media to help people find content on a specific topic. (They're also added sometimes as a way to express a feeling, such as *#IAmSoTiredOfWinter* on a tweet about below zero temperatures)
- You can search for specific hashtags on social media, such as *#genealogy* on Instagram
- Hashtags are a great way to follow projects and events, such as *#52Ancestors* or *#RootsTech*
- Use hashtags to get people to read your genealogy. Share your link and a hashtag then you include your followers and people who follow the tag.

Let's Launch a Blog

Ginny's Genealogy Gems

My Family Roots

Home About Surnames



FEATURED

52 Ancestors in 52 Weeks

I started this blog to share my family stories and I'm using the 52 ancestors in 52 weeks writing prompts from Amy Johnson Crow to chronicle those stories. I've always loved a good mystery. Genealogy leads me down the

I'm participating!

52 Ancestors
in 52 Weeks

Search ...

Recent Posts

In Grandma's Kitchen

Follow ...

What is a blog?

■ Definition

- *Blog is short for Weblog.*
- *It's an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.*

■ Purpose

- *To connect you to the relevant audience*
- *Boost your traffic and send quality leads to your website*
- *To showcase your authority and build your brand*

Blogs and Websites

Blogs

- Blogs need frequent updates
- Blogs promote reader engagement with their comments and concerns
- Blogs include a publishing date, author reference, categories, and tags within a byline.
- From visitor perspective, a blog content has the potential to offer something new every day, week or month.

Websites

- Websites are static
- Websites rarely change and do not offer reader engagement
- Websites do not include dates, authors, categories and tags
- From visitor perspective, content will not change from one visit to the next

A blog may be integrated into a website

Do You Want to Have a Blog of Your Own?YES!

- You have a story to tell
- Through the internet bloggers can communicate to a larger group of people
- Blogs allow you to talk about any topic and express your opinion.
- Rely on the topics you love – Genealogy and Family History
- Strive to become one of the best blogs on the web!



Let's Get Started....

Free Blogging Sites

- **WordPress (www.wordpress.org) / (www.wordpress.com)**
 - *Best for...people who want to 100% own their blog and customize it. It's perfect for setting up a serious website that you plan to work on long-term.*
 - *There's **WordPress.com**, which is the other face of WordPress – a platform used mostly for personal blogs because it's easy to set up and free (if you're okay not having a custom domain name).*
- **Wix (www.wix.com)**
 - *Best for...non-techies who want some “regular website” functionality along with a blog.*
- **Weebly (www.weebly.com)**
 - *Best for...non-techies who want some “regular website” functionality along with a blog (yes – just like Wix!)*
- **Medium (www.medium.com)**
 - *Best for...people who just want to write, are looking for access to a built-in audience, and don't care about having their “own site”.*
- **Ghost (www.ghost.org)**
 - *Best for...people who need something simple (simpler than WordPress, for instance) but offering a modern vibe at the same time.*

Free Blogging Sites

■ Blogger (www.blogger.com)

- *Best for...people who want to write and aren't concerned about owning their own site...but also wouldn't mind making a little pocket money!*
- *Blogger is one of the oldest free blog sites, though its popularity has dipped in recent years.*

■ Tumblr (www.tumblr.com)

- *Best for...people who are into more short-form, image-focused content and don't need any "regular website" functionality.*
- *Tumblr is more oriented to multimedia or social media-like content.*

■ Joomla (www.joomla.org)

- *Best for...people who want to launch a simple personal blog, but care about details such as having a custom domain and being supported by a host. Moreover, if you're more into old-school, basic website designs, Joomla will offer you that.*

■ Jimdo (www.jimdo.com)

- *Best for...people who are more comfortable editing the content directly on the front-end of the site. That, plus: you do not need a blog of a high complexity.*

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