

Going Social With Genealogy

Overview of a Pathway to Success

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Objective: To help genealogists and enthusiasts identify principles and tools which will help them to have more enriching relationships as they find, share, connect and engage using social media.

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Sample profiles: (QR Codes)



YouTube
youtube.com
share video
(SavingStories)



Twitter
twitter.com
microblogging
(SavingStories)



Facebook
facebook.com
post updates, video,
links to articles
About Our Freedom



LinkedIn
linkedin.com
pro network



Blog Interact
bloginteract.com
(SavingStories)



Blogger
blogger.com
aboutourfreedom.com



WordPress
wordpress.com
genjourney.blogspot.com



StumbleUpon
bookmarking



BlogTalkRadio.com
Nurturing Our Roots

I. **Have relationships gotten stale?**

- A. Fallen behind in technology?
- B. Research at a standstill?
- C. Limited time to devote to research?
- D. Struggling to interest youth?
- E. Resources run dry?
- F. Last to get industry news and events?

II. **How does a genealogist identify online success?**

- A. Find help
- B. Connect with extended family
- C. Share your expertise
- D. Discover first-hand news, events, resources
- E. Grow your business
- F. Collaborate with others

III. **Who qualifies?**

- A. Social media has leveled the playing field
 - 1. Desire to help
 - 2. Talent, expertise to share
 - 3. Basic tech skills
 - 4. Basic people skills
 - 5. Desire to learn
- B. Which qualities cause others to take notice?
- C. What is the process?
 - 1. Find new people
 - 2. Share what you know
 - 3. Connect to like-minded people
 - 4. Engage with each other in a meaningful way

IV. **What is the right tool?**

- A. Match the tool with the objective

- B. Go where the people are
 - 1. You do not need to be every place
 - 2. Twitter, Facebook, LinkedIn, YouTube, etc.

V. **What are higher forms of social engagement?**

- A. Face-to-face, real-time
- B. More resources
 - 1. *Engage*, by Brian Solis, <http://www.briansolis.com/>
 - 2. *How to Find a Job on LinkedIn, Facebook, Twitter, MySpace* by Brad and Debra Schepp (Amazon.com)