Going Social With Genealogy Overview of a Pathway to Success

May 10, 2011

Robin R. Foster

Researcher, Blogger, Social Media Visionary E-mail: savingstories@aboutourfreedom.com

Facebook: About Our Freedom
Twitter: @savingstories
Web: About Our Freedom
www.aboutourfreedom.com

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.

Robin R. Foster Researcher, Blogger, Social Media Visionary E-mail: savingstories@aboutourfreedom.com



Facebook: About Our Freedom
Twitter: @savingstories
Web: About Our Freedom
www.aboutourfreedom.com

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)

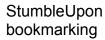


Blogger blogger.com aboutourfreedom.com



WordPress wordpress.com genjourney.blogspot.com







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)