

# Social Media for Genealogists

## Mary M. Tedesco

**Mary M. Tedesco** is a professional genealogist, speaker, and author. She is a Co-Host / Genealogist on the PBS television series “Genealogy Roadshow” as well as the Founder of ORIGINS ITALY. She holds a Bachelor of Arts in Mathematics from Boston University and a Certificate in Genealogical Research from Boston University’s Center for Professional Education. In addition to her Italian ancestry on her father’s side (Calabria, Trentino-Alto Adige, and Tuscany), she also has deep American roots on her mother’s side (German, Irish, Danish, and English). Mary is a proud member of the Daughters of the American Revolution and is the Second Vice Regent of the Paul Revere Chapter, NSDAR. She is a member of a number of local and national genealogical societies and is on the Council of New England Historic Genealogical Society. Mary can be contacted at <http://www.originsitaly.com>.

### 1. Key social media platforms discussed in this presentation.

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. Instagram
- e. Pinterest

### 2. Advantages of using social media for genealogy.

- a. Expand your network with fellow genealogy professionals and colleagues in related fields.
- b. Global reach.
- c. Limitless potential for followers, fans, and connections.
- d. Crowdsourcing (see below).

### 3. Social media marketing and your genealogy business.

- a. Generate business leads.
- b. Boost blog readership.
- c. Promote upcoming events, seminars, lectures, conferences, etc.
- d. Advertising.

### 4. Genealogy crowdsourcing with social media.

- a. What is crowdsourcing?
  - i. “The practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.” (<https://www.merriam-webster.com>)
- b. How genealogists can use social media crowdsourcing:
  - i. By posting questions, problems or brick walls on social media and asking others for suggestions and solutions.
  - ii. Katherine R. Willson’s list of “Genealogical and Historical Groups/Pages on Facebook (in English)”

<https://moonswings.files.wordpress.com/2017/02/genealogy-on-facebook-list-feb-2017.pdf>

## 5. Tips and strategies for using social media.

- a. Be authentic!
- b. Know your audience and track the performance of each post / tweet.
  - i. Use analytic tools (such as Facebook Demographics tools and Twitter Analytics) to track what your audience is responding to.
- c. Engage your audience.
- d. Post with purpose.
- e. Keep it professional.

## 6. Ethics and social media.

- a. Respect privacy laws and the privacy of clients.
- b. Avoid posting identifying information about living people, especially minor children.
- c. Don't "borrow" content (photos, posts, etc) without permission from the author. Instead, use the "share" feature on Facebook and the "quote" feature on Twitter, which credit the author.
- d. Refrain from making offensive remarks about another person, race, gender, orientation, ethnicity, etc.

## Resources:

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