

Digitally-Enhanced Marketing for Genealogical Societies

Texas State Genealogical Society
Genealogical Society Leadership Forum
January 28, 2022

Agenda

- Information & Upcoming Events
- Social Media
 - Marketing 101
 - Social Media Platforms
 - Deep Dive: Facebook
 - ***Discussion***
- Websites
 - Website Builders
 - WordPress
 - ***Discussion***
- Wrap-up



2023 Partner Society Webinars

TxSGS is providing five new webinars for use by Partner Societies in the 2023 Partner Society Webinar Program. These programs are available for use by Partner Societies at their general meetings February 1, 2023 through January 31, 2024.

2023 Partner Society Webinar Program Topics *

Following are the topics available in 2023 (in alphabetical order by speaker's last name). **Learn more about Topics and Speakers.**

- ***"Using Timelines to Focus Your Research,"*** by Susan E. Ball
- ***"Extend Your Direct Maternal Line Using Mitochondrial DNA,"*** Mic Barnette
- ***"Immigration, Passenger, and Naturalization Records,"*** Paula Perkins
- ***"Relatively Cheap Research and Education for the Frugal Genealogist,"*** Kim Richardson
- ***"Take a Deep Dive in the U.S. Census,"*** Jim Thornhill

<https://forms.gle/oMyqqRKG6NrsTTXU8>

News You Can Use!

Speakers Bureau - Updated

Speakers Bureau

TxSGS maintains a Speakers Bureau as a dual benefit for our [Partner Societies](#) and for [our members](#) who are genealogical speakers.

About the Speakers Bureau

Many societies struggle with locating good speakers for meetings and workshops. Texas State Genealogical Society is committed to assisting societies with this effort. The Speakers Bureau includes both in-state and out-of-state speakers who are willing to be presenters in Texas. Speakers who are TxSGS members have additional information about themselves and their topics available for viewing by clicking the "View PDF" link.

Joining the Speakers Bureau

The Speakers Bureau is open to any genealogical speaker willing to speak in Texas. If you would like to be added, please complete our [Speaker Information form](#) or contact our Membership Director by email at membership@txsgs.org.

<https://www.txsgs.org/speakers-bureau/>



Speakers Bureau - Updated

Coakley, Barbara



TxSGS Member

- Location: **Dallas, Collin, TX 75252**
 - TxSGS District: **G**
- Phone: **972-998-5246 (M)**
- Email: **bcoakley1620@gmail.com**
- Website: <https://coakleysennottfamilyhistory.weebly.com/>

Topics

Research Planning, Organization, Newspapers, Deed, Homestead, Death Records, Census Records, Microsoft OneNote, Collateral Research, Location Research



Additional Information: [View PDF](#)



Reviewed/Revised: 01/22/2023



District Representatives – Utilize Them

District Representatives

TxSGS has 19 districts in Texas and one out-of-state district. Elected representatives from these districts provide a liaison with TxSGS for your society. The district configuration has recently been revamped to better allocate our District Representatives among our many Partner Societies. Partner Societies can identify their new district designation on the [district map](#).

District Representatives are listed on the TxSGS [leadership page](#) and also on each individual district resource page, accessible through the TxSGS [District map](#).



Update Your Information

Denton County Genealogical Society – *TxSGS Partner Society*

c/o Emily Fowler Library 502 Oakland St, Denton, TX 76201-3102

Email: membershipdcs@gmail.com

Phone: 940-349-8752

Meets at 7:00 PM on the 2nd Thursday of the month January, February, March, April, May, September, October & November.

DCGS meets at the Emily Fowler Central Library, 502 Oakland St., Denton, TX.

Website: <http://www.genealogydentontexas.org>

Facebook: <http://www.facebook.com/DentonCountyGenealogicalSociety>

Number of Members: 45

Officer Installation: June (even years)

District: C (Denton County)

Send updates to: membership@txsgs.org





— TEXAS STATE GENEALOGICAL SOCIETY —
TEXAS INSTITUTE
of GENEALOGICAL RESEARCH

To Enrich, Expand and Inspire.

Join us Virtually – June 12-16, 2023

Registration Opens in February 2023

The Texas Institute of Genealogical Research Expands to Seven Courses in 2023

A Walk Through a Texas Courthouse

Moving Up to Glory Land – The Southern States After Reconstruction towards the New Century

Legally Texas: Advance Legal Research in the Lone Star State

Fundamentals of Forensic Genealogy

African Americans in the South

DNA for Genealogist

<https://www.txsgs.org/tigr-2023/>

Marketing Goals

- 1. Increase Awareness**
- 2. Generate Engagement**
- 3. Drive Action**



Increase Awareness

- Information Dissemination
- Increase awareness of:
 - Mission
 - Activities
 - Accomplishments



Generate Engagement

Build stronger ties with existing stakeholders and your community.

- Posting questions and discussion topics
- Live postings about activities
- Interaction with other organizations
- Conversations with the public
- Giving recognition & thanks
 - Your own and activities of others



Drive Action

- Motivating people to act
 - Join
 - Volunteer
 - Donate
 - Take some other action



What Is Your Target Audience?

- A recent (2019) Australian study revealed that the average age of genealogists was **54** (ranging from 16 to 91).
- It provides very useful insight into what motivates (Australians) to research their family history.
- Recommended reading:
 - ***Motivations for Initiating Family History Research***

“Who We Are, and Why We Do It”

- A Demographic Overview and the Cited Motivations of Australia’s Family Historians
- <https://journals.sagepub.com/doi/10.1177/0363199019880238>



Nonprofit organizations' marketing needs are different.

In some ways more complex than those of most businesses.

Your success relies on building strong relationships with diverse stakeholders including members, volunteers, donors, community leaders, and funding agencies.



Should your society have an online presence?

90%

of adults in the U.S.
use the internet

PEW RESEARCH CENTER, JUNE 2019



Should your society have an online presence?

By 2021:

72.9%

of all purchases will be
mobile ecommerce sales

\$3.56 Trillion

in mobile ecommerce sales



Should your society have an online presence?

- Yes!
 - And it needs to support small screens/mobile devices!

“Online marketing allows you to strengthen existing relationships with current supporters and to build connections with new ones.”

Source: Making Sense of Online Marketing: The DOWNLOAD: The Official Constant Contact Marketing Advisor Playbook, 2020



Most Effective: A Combination of Tools

- In-Person
- Media Coverage
- Email
- Social Media (Facebook, Twitter, etc.)
- Website/Blog

Goal: Provide an “Entry Point” into your organization and its activities.



Requirement for Effectiveness

- Awareness
- Expertise
- Stable workforce
- Collaboration
- Time



Get Ready

- Review, document and (if necessary) update the **Mission** of your organization.
 - Why do you exist?
 - Who do you serve?
 - How do you serve them?

The Dallas Genealogical Society provides high-quality programs and services for members and individuals who are exploring and researching their family history.

We are committed to education, service, preservation, and keeping abreast of new developments in genealogical resources, technology, and information providers.



Get Ready II

- Document your brand
 - Logos/Graphics
 - Fonts
 - Colors
 - Tone/Voice

In all of our communications and publications, we strive to reflect a common tone of voice. This is characterized by these five words:

Active – Friendly – Professional – Rooted – Generous

<https://dallasgenealogy.org/style-guide/>

See “*Why brand strategy is important*”

<https://cultmethod.com/articles/why-strategy-matters/>





Free >

For anyone wanting to design anything, on your own or with others. And it's free forever.



Pro >

For individuals wanting unlimited access to premium content and design tools.



Teams >

For teams of all sizes wanting to create together, with premium workplace and brand tools.



Education >

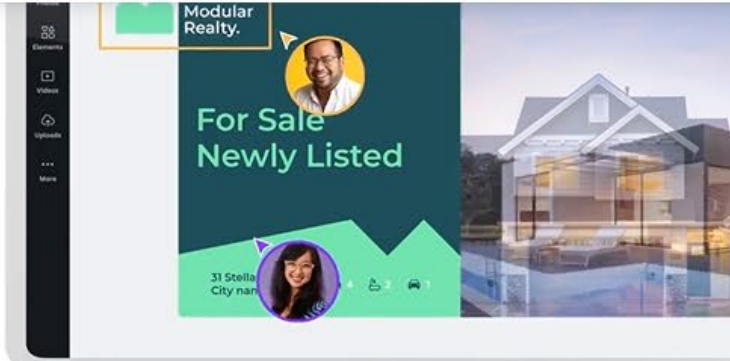
A powerful, free tool for classrooms, districts and students.



Not-for-profit >

Canva Pro is free for all registered nonprofits. Apply today.

Compare pricing >



Get Ready III

Create & use a shared workspace

- Google for Nonprofits
 - Email
 - 30 GB Online Storage
 - Productivity Tools (Word Processing, Spreadsheet, Presentation, etc.)
- *Get Started with Google for Nonprofits*
 - <https://support.google.com/nonprofits/answer/3367631?hl=en>



Get Ready IV

- Social Media is visual!
- You need images showing your society:
 - In action
 - Engaging with others
- Start collecting pictures
- Start creating videos
- Make them available in your shared workspace



In-Person Outreach

- Focus on interaction at your meetings
 - Make new members feel welcome
 - Develop relationships with existing members
 - These are your future leaders!
- Develop a relationship with local media contacts
 - Follow them on the social media platforms they use
 - Contact them directly (phone, email)
 - Add them to your email distribution list
- Become involved with other groups in your area
- Brand presentations made on behalf of your society
 - Standard look & feel
 - Promote society & upcoming events



Email Is Still Vital!

- You should have a collection of email contacts
 - And you should continue to expand it!
- Develop an email plan
 - New members welcome
 - Reach out to existing members at least one each month
- You need an email platform to:
 - Manage your email list
 - Create and distribute email messages to your constituents



Free Options

- **Vertical Response** (<https://verticalresponse.com/>)
 - Free: 10,000 emails/month, 1 admin account
 - \$11/\$22/\$33 per month for 500/1000/2500 email contacts
 - 15% nonprofit discount
- **MailChimp** (<https://mailchimp.com/>)
 - Free: 500 contacts, 500 email/day, 2500/month, 1 admin account
 - Essentials: 500 contacts, 5000 emails/month, 3 admin accounts
 - \$13/Mo
 - 15% nonprofit discount
- For other alternatives:
 - <https://www.g2.com/products/verticalresponse/competitors/alternatives>



Engage In Social Media

- Identify platforms you would like to incorporate.
- Register your organization on all of them now.
 - Allows you to create a consistent identity across all of the platforms.
- Select the one that is the best fit for your organization and its needs.
- Develop personnel and processes on that one first.
- Expand into the remaining platform(s) slowly.



What are the Social Media Platforms?

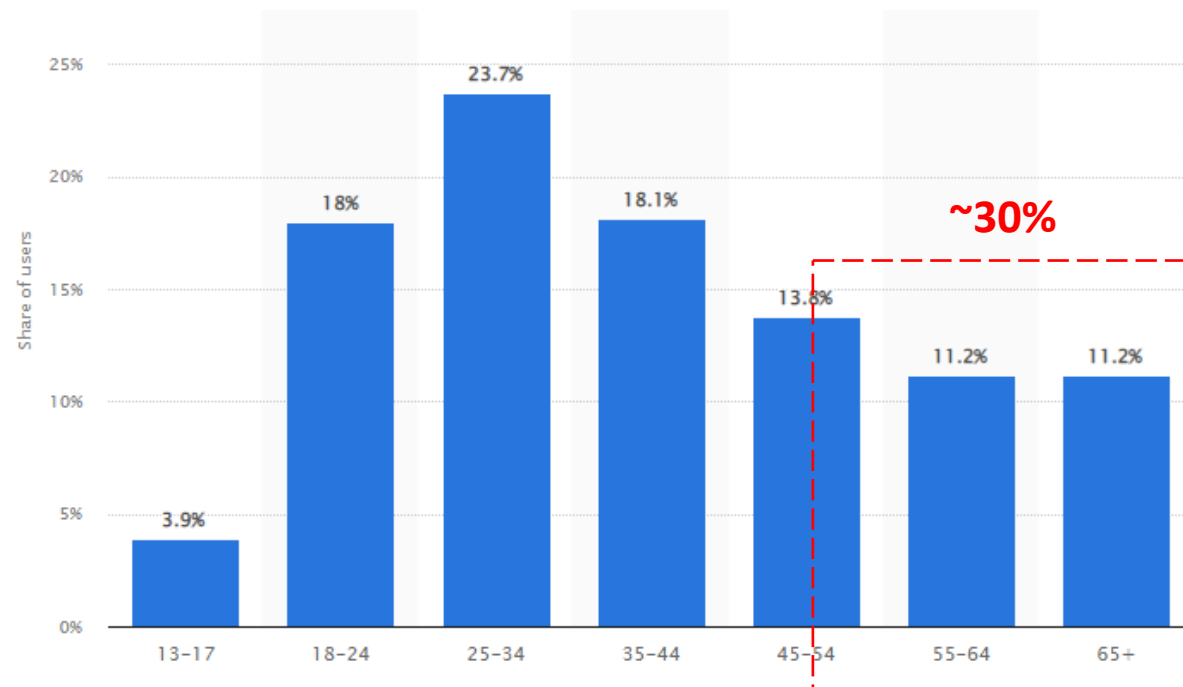
- TikTok
- LinkedIn
- Instagram
- Twitter
- Facebook





Focus on Facebook

- Favorable demographics for Genealogical Societies
- Nearly 3 billion users
- Range of tools and resources for nonprofits



Source: <https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/>



Types of Content

- Posts
- Stories (Posts that are deleted after 24 hours)
- Reels (Videos)
- Events
- Ads

Good Overview: *“How to Use Facebook for Nonprofits”*

<https://www.constantcontact.com/blog/facebook-for-nonprofits/>



Who Sees What You Post?

Determined by your Privacy Settings & Facebooks internal ranking.

See:

- *“Control who can see posts on your Facebook timeline”*
 - https://www.facebook.com/help/246629975377810?helpref=faq_content
- *“What influences the order of posts in your Facebook Feed”*
 - <https://www.facebook.com/help/520348825116417>



Boosting Posts

- You can target the audience of your posts by “Boosting” them
 - Cost is based on the size of the audience you select
 - Can specify a number of factors (age, location, etc.)
 - See *“How to boost a post from your Facebook Page”*
 - <https://www.facebook.com/business/help/347839548598012?id=352109282177656>



Ads

- Provides you with more options than you have with just a post

Advantage+ creative ?

Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.



Special Ad Category ?

Ads about credit, employment, housing, or social issues, elections or politics



Audience ?

Who should see your ad?

Advantage audience ?

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.



Audience details ?



Location - living in: United States

Age: 18 - 65+

People who match: Interests: Genealogy, Family, History, Genealogical DNA test, ancestry or Family tree

Advantage Detailed Targeting: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

Create new

Duration ?

Run this ad continuously ?

Choose when this ad will end



Events

Search Events

- Home
- Your Events
- Birthdays
- Notifications

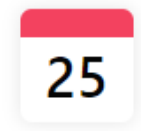
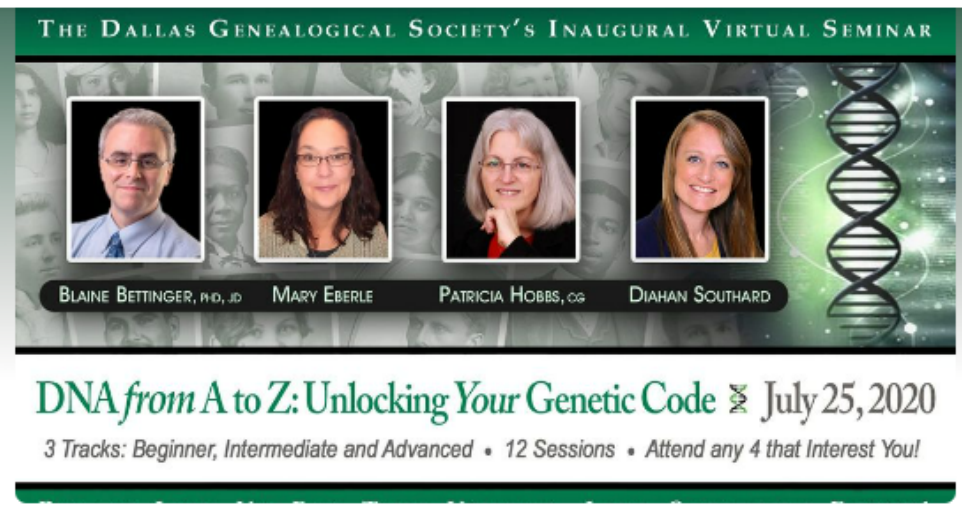
+ Create new event

Recommended Events [See All](#)

- Today at 3 PM - 7 PM**
Art on Main Grand Opening Celebration!
- Today at 12 PM - 3 PM**
Nnamdi at Soirée Coffee Bar
- Today at 12 PM - 4 PM**
Winter Gathering of Vendors

Categories

- Classics
- Comedy
- Crafts
- Dance
- Drinks



SATURDAY, JULY 25, 2020 AT 8:50 AM - 4 PM

Dallas Genealogical Society Virtual DNA Seminar

Online event

About Discussion

Details

- 7 hr 10 min
- Event by Dallas Genealogical Society
- Public · Anyone on or off Facebook

4 Professional Genetic Genealogists presenting 3 DNA tracks; Beginner, Intermediate and Advanced. Select 4 classes from 12 live-streamed choices, with question and answer period af... See more

Online

Meet Your Host

Share to Groups

- Global Germanic Gedmatch & Genealogy (G... Private group · 1K members [Share](#)
- German Genealogy Translations Private group · 2K members [Share](#)
- East Texas Genealogical Society Public group · 1K members [Share](#)

Popular With Friends

- FRI, JAN 27 AT 8 AM**
Status Check - First Responder Mental Health Conference
Robson Ranch Club House

Donate Button

- Facebook will allow businesses and nonprofits to add a **Donate Button** to your page, posts and live videos
 - You must apply to have access to this feature.
- See “*Fundraising for nonprofits*”
 - <https://socialimpact.facebook.com/get-started/fundraise-with-facebook/#Collect-Donations>



Facebook Groups

Creating groups associated with your page is a great way to facilitate discussion and the exchange of information among your members.

- These can be on any topic
- They can (and probably should be) private
 - Users must request permission to be admitted into the group
 - You can specify up to 3 questions that must be answered first





Dallas Genealogical Society

1.1K likes • 1.2K followers

[Learn More](#)

[Message](#)

[Like](#)

[Posts](#)

[About](#)

[Mentions](#)

[Followers](#)

[Photos](#)

[Videos](#)

[More](#)



Groups



North Texas Family History Research

Private group · 56 members



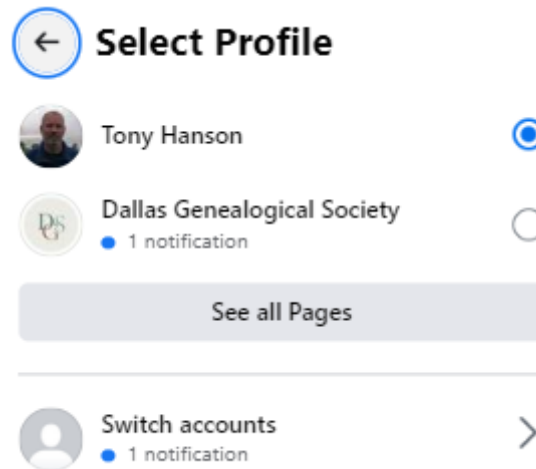
German Genealogy Group of North Texas

Private group · 138 members



Creating a Facebook Page for your Society

- You must have a personal Facebook account to do this
- You will automatically become the administrator for the page
 - There is no UserID or Password associated with an Organization page
- As an administrator you can add or remove other administrators



Facebook x +

facebook.com

DGS Facebook Leadership Forum L... DGS Genealogy NGS Sol Dreyfus TxSC

facebook

Search Facebook

- Home
- Anthony Hanson
- Friends
- Groups
- See all See all
- See all shortcuts

Stories

Share ev

Stories d

Replies a

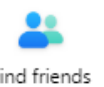
Create story





Menu

Recent



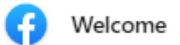
Find friends



Welcome

Search menu

Social



Welcome



Events

Organize or find events and other things to do online and nearby.



Find friends

Search for friends or people you may know.



Groups

Connect with people who share your interests.



News Feed

See relevant posts from people and Pages you follow.



Favorites

View posts by Favorites



Most Recent

See the most recent posts from your friends, groups, Pages and more.



Pages

Discover and connect with businesses on Facebook.

Create



Post



Story



Room



Page



Ad



Group



Event



Marketplace listing



Fundraiser



Discover | Facebook

facebook.com/pages/?category=top&ref=bo

facebook

Pages

+ Create new Page

Meta Business Suite

Discover

Liked Pages

Invites





Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Enter a category that best describes you.

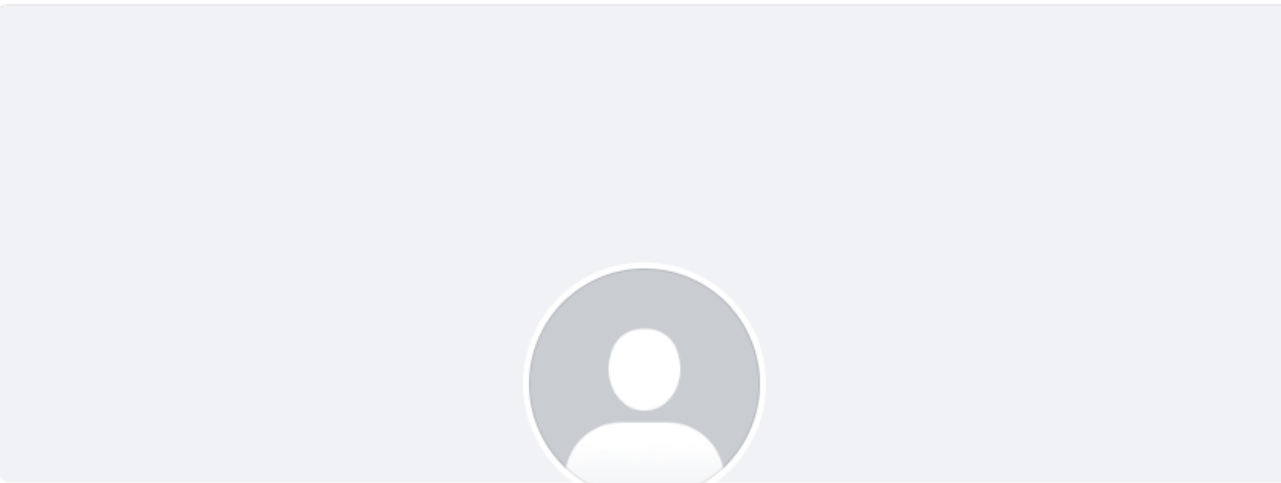
Bio (optional)

Tell people a little about what you do.

Create Page

By creating a Page, you agree to the [Pages, Groups and Events](#)

Desktop Preview



Page name

Posts About Followers Photos Videos More

Follow Message

Intro

0 Followers

Page · Category

Posts

Filters





Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)
Genealogical Society Leadership For

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)
Nonprofit organization
Genealogist

Enter a category that best describes you.

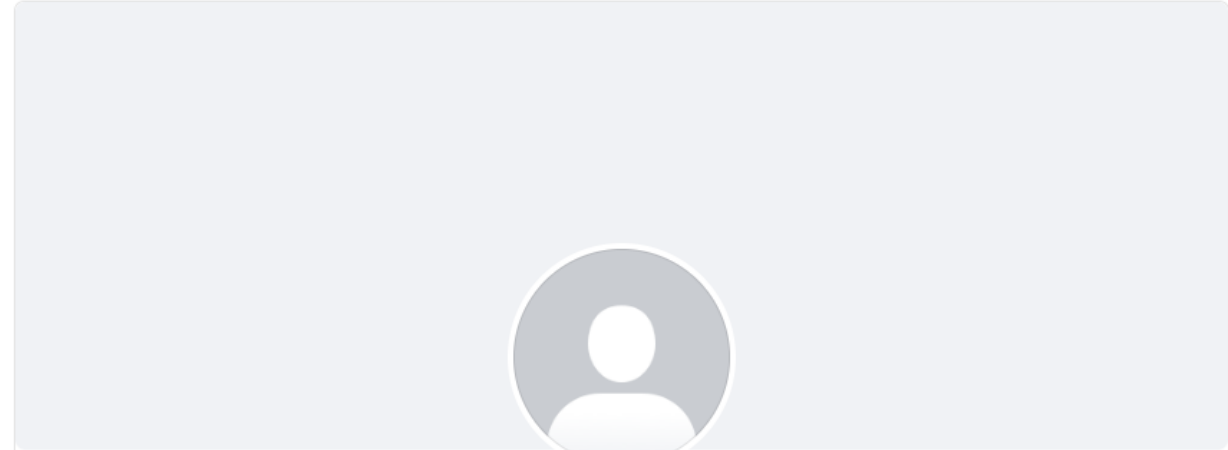
Bio (optional)
Texas State Genealogical Society

Tell people a little about what you do.

Create Page

By creating a Page, you agree to the [Pages, Groups and Events](#)

Desktop Preview



Genealogical Society Leadership Forum

Texas State Genealogical Society

Posts About Followers Photos Videos More

Follow Message

Intro

- 0 Followers
- Page · Nonprofit organization

Posts

Filters





Step 1 of 5
Finish setting up your Page
Success! You've created **Genealogical Society Leadership Forum**. Now add more details to help people connect with you.

Contact

Website
https://www.txsgs.org/society-forum ✓

Phone number

Email
membership@txsgs.org ✓

Location

Address
2028 E. Ben White Blvd. #240-2700

City/town
Austin, Texas

ZIP code
78741

Hours

Let people know your location's hours.

- No hours available
Don't show any hours.
- Always open
You're open 24 hours every day.
- Open at selected hours
Enter your specific hours.

Page health: fair
Compared to similar Pages with high engagement.

Previous Next

Desktop Preview

Genealogical Society Leadership Forum

Texas State Genealogical Society

Posts About Followers Photos Videos More

Follow Message

Intro

- ✓ 0 Followers
- Page · Nonprofit organization
- 2028 E. Ben White Blvd. #240-2700, Austin, Texas
- membership@txsgs.org
- https://www.txsgs.org/society-forums/

Posts

Filters





Step 2 of 5

Customize your Page

Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.



Add profile picture
or drag and drop

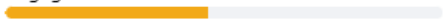


Add cover photo
or drag and drop

Add Action Button

Page health: fair

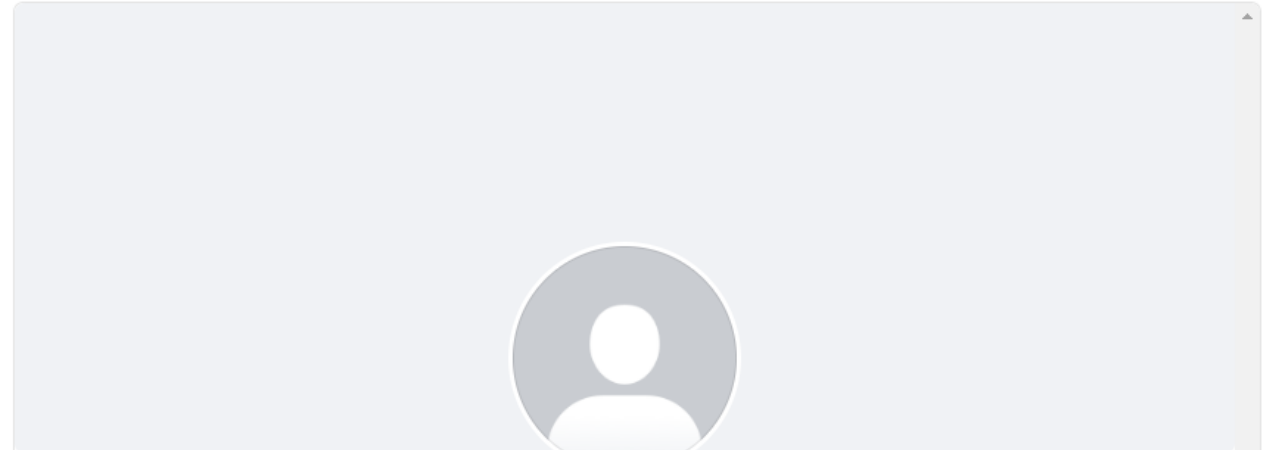
Compared to similar Pages with high engagement.



Previous

Next

Desktop Preview



Genealogical Society Leadership Forum

Texas State Genealogical Society

Posts About Followers Photos Videos More

Follow

Message



Intro

0 Followers

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membership@txsgs.org

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 or drag and drop

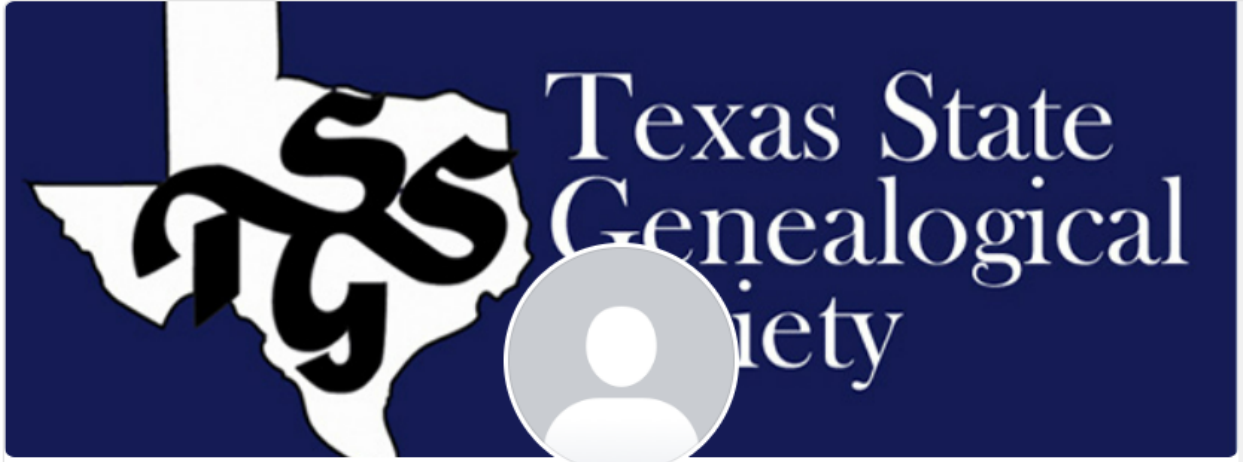


 Add Action Button

Page health: fair
Compared to similar Pages with high engagement.

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Follow Message

Intro

-  0 Followers
-  Page · Nonprofit organization
-  2028 E. Ben White Blvd. #240-2700, Austin, Texas
-  membership@txsgs.org
-  <https://www.txsgs.org/society-forums/>

Posts

Filters





Step 2 of 5
Customize your Page
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Add Action Button

Page health: fair
Compared to similar Pages with high engagement.

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Posts Filters





Step 3 of 5

Connect WhatsApp to your Page

Once you connect your WhatsApp account, you can add buttons for your Page audience to message you on WhatsApp.



To get started, we'll send you a code on WhatsApp. Just enter the phone number associated with your WhatsApp account.

US+1

WhatsApp Phone Number

Get code

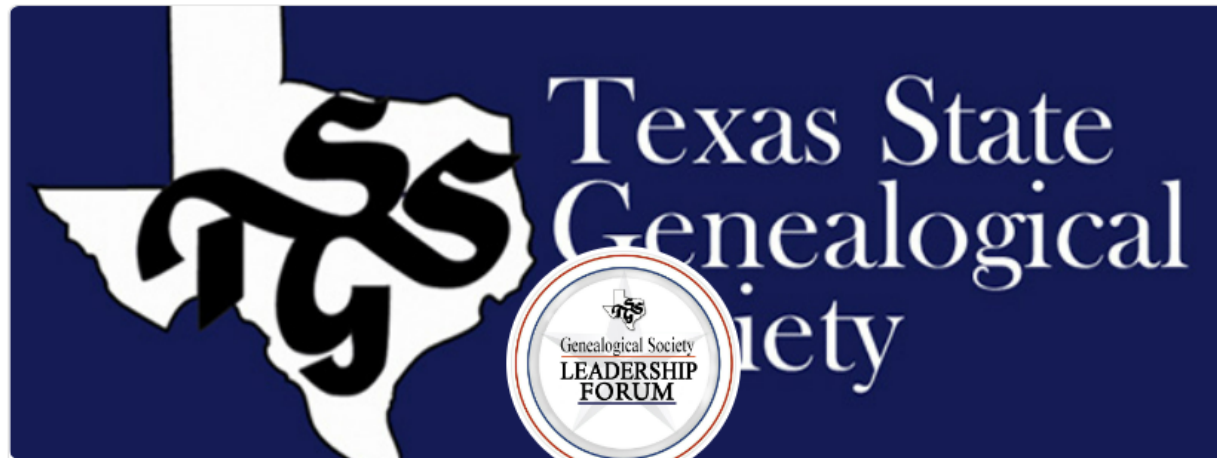
Page health: good

Compared to similar Pages with high engagement.

Previous

Skip

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Genealogical Society Leadership Forum

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Posts About Followers Photos Videos More

Follow Message

Intro

- 0 Followers
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- membership@txsgs.org
- <https://www.txsgs.org/society-forums/>

Posts

Filters





Step 5 of 5

Stay informed about your Page

Turn on these features to help make the most of Genealogical Society Leadership Forum. You can change them anytime in Settings.

Page notifications on your profile

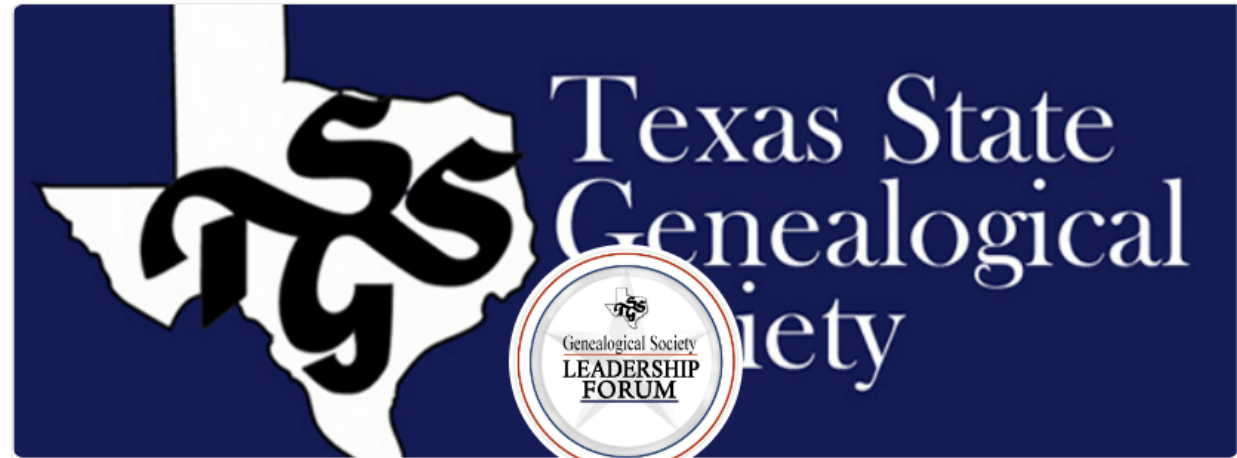
Don't miss updates about your Page Genealogical Society Leadership Forum while you're switched into your profile Anthony Hanson. [Learn how to switch](#)

Marketing & promotional emails about your Page

Find out about Meta products and services that may help make Genealogical Society Leadership Forum a success.

Page health: good
Compared to similar Pages with high engagement.

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Posts

Filters



- Manage Page
- Genealogical Society Leadership Forum
- Professional dashboard
- Insights
- Ad Center
- Create ads
- Settings
- More tools
- Meta Business Suite



Genealogical Society Leadership Forum

0 likes • 0 followers

- Create ads
- Manage
- Edit

- Posts
- About
- Mentions
- Reviews
- Followers
- Photos
- More

How healthy is your Page?

Complete these actions to keep improving Genealogical Society Leadership Forum.

Page health: good

Compared to similar Pages with high engagement.

Write a welcome post

What's on your mind?

- Live video
- Photo/video
- Reel

Featured

People won't see this unless you pin something.

Manage

Promote



Adding Administrators

- Home
- Professional dashboard
- Page access





Paused



DGS



Facebook



Leadership Forum L...



DGS



Geneology



NGS



Sol Dreyfus



TxSGS



Music



Adobe



AmazonS3



Other bookmark



Settings > New Pages Experience

New Pages Experience

Page access

Page Management History

Page quality

Page Recommendation

Advanced Messaging

Issue, Electoral or Political Ads

Manage and view access

People with Facebook access



Add New



Anthony Hanson (You)

Page Deletion, Permissions, Content, Messages, Community Activity, Ads, Insights



People with task access



Add New

Community Managers

Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

Manage





Settings > New Pages Experience
New Pages Experience

- Page access
- Page Management History
- Page quality
- Page Recommendation
- Advanced Messaging
- Issue, Electoral or Political Ads

Manage and view access

People with Facebook access

Add New

Add new

With Facebook access. Todd DeDecker can manage the

Give Access

For your security, re-enter your Facebook profile password to confirm that this person should have Facebook access to this Page.

Password

.....|

[Confirm](#)

Create, manage and delete ads for the Page.

Insights
See how the Page, content and ads perform.

⚠ Allow this person to have full control

Anyone with full control can give access to others, remove anyone from the Page (including you), or delete the Page

[Give Access](#)

Activity, Ads, Insights

Add New

people who

Manage





Settings > New Pages Experience

New Pages Experience



Page access



Page Management History



Page quality



Page Recommendation



Advanced Messaging



Issue, Electoral or Political Ads



Manage and view access

People with Facebook access ⓘ

[Add New](#)



Todd DeDecker

Content, Messages, Community Activity, Ads, Insights

Invitation expires in 31 days



Anthony Hanson (You)

Page Deletion, Permissions, Content, Messages, Community Activity, Ads, Insights



People with task access ⓘ

[Add New](#)

Community Managers

Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

[Manage](#)





Settings > New Pages Experience

New Pages Experience



Page access



Page Management History



Page quality



Page Recommendation



Advanced Messaging



Issue, Electoral or Political Ads



Manage and view access

People with Facebook access

Add New

Add new

Give Access

For your security, re-enter your Facebook profile password to confirm that this person should have Facebook access to this Page.

Password
.....|

Confirm

Ads
Create, manage and delete ads for the Page.

Insights
See how the Page, content and ads perform.

Give Access

Activity, Ads, Insights

Add New

ve people who

Manage





Settings > New Pages Experience

New Pages Experience



Page access



Page Management History



Page quality



Page Recommendation



Advanced Messaging



Issue, Electoral or Political Ads



Manage and view access

People with Facebook access ⓘ

[Add New](#)



Todd DeDecker

Content, Messages, Community Activity, Ads, Insights

Invitation expires in 31 days



Anthony Hanson (You)

Page Deletion, Permissions, Content, Messages, Community Activity, Ads, Insights



People with task access ⓘ

[Add New](#)



Susan Chance-Rainwater

Content, Messages, Community Activity

Invitation expires in 31 days



Community Managers

Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

[Manage](#)



Develop A Marketing Plan

Map out when and how you will market your society and its activities.

- This will include email, what you post on your website and what you post on Facebook.
- Post Facebook content on a regular schedule
 - Pick the day(s) of the week you will post
 - Select a time
 - Have a content plan
 - **Tuesday:** Upcoming Meetings
 - **Thursday:** Focus on a volunteers
 - Opportunities or Accomplishments



Create a 2nd Facebook Account

- When you view pages you administer you will be presented with views and options that are not presented to “normal” users.
- Facebook will allow you to have multiple accounts
- Creating a 2nd account will allow you to view the page/pages you administer the way others will see it.



Creating Facebook Groups



Manage Pages and profiles

Texas State Genealogical Society

Meta Business Suite

Home

News Feed 8 new

Messenger tools

Events

Resources & Tools

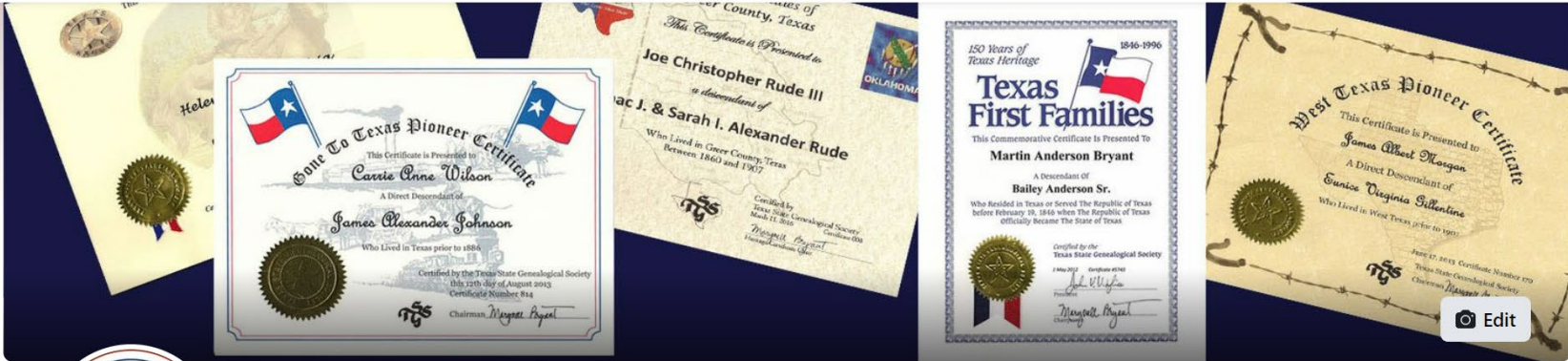
Appointments

Manage Jobs

Notifications 27 new

Insights

Ad Center



Texas State Genealogical Society

@TxSGS · 5 5 reviews · Nonprofit organization

Edit Book now

Home About Events Photos More

Advertise Search More

Access all your business tools in one place. Create and schedule posts, manage your Inbox, view insights and more in Meta Business Suite.

Open now

Create ad. How would you like to grow your business? See all

Create post. Photo/video Reel Get messages





Texas State Genealogical Society

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Edit Book now

- Home
- About
- Events
- Photos
- More ▾

Advertise



Access all your business tools in
Create and schedule posts, manage y

Open now

Create ad
How would you like to grow your business?

Videos

Community

Groups ←

Reviews

Guides

Jobs

Offers

Edit tabs

Create post

/video



Reel



Get messages

Event

Job

Offer


Ad





Texas State Genealogical Society

@TxSGS · ★ 5 5 reviews ⓘ · Nonprofit organization

 Edit Book now

[Home](#) [About](#) [Events](#) [Photos](#) [More](#) ▾

 Advertise



Groups by this page

Groups are a way for fans of your Page to post, comment and discuss everything your Page is about. You can link an existing group or create a new one.

[Link group](#)

[Create linked group](#)



Automatic invites

You can turn followers of your Page into members of your group by automatically inviting them to join.


[Manage invites](#)

Linked groups



Texas State Genealogical Society

9K members • 3 posts a week

 Invite

Unlink



Groups > Create group

Create group



Texas State Genealogical Society

Admin

Group name

Choose privacy

Invite Page fans (optional)



Suggested: [John Herrera](#), [Tammie J. Gildon](#), [Ya Es Tarde](#)

Create



Desktop Preview



Group name

Group privacy · 1 member

About

Posts

Members

Events





Groups > Create group

Create group



Texas State Genealogical Society
Admin

Group name

Genealogical Society Leadership Forum

Choose privacy



Invite Page fans (optional)



Suggested: [John Herrera](#), [Tammie J. Gildon](#), [Ya Es Tarde](#)

Create

Desktop Preview



TxSGS Genealogical Society Leadership Forum

Group privacy · 1 member





Groups > Create group

Create group



Texas State Genealogical Society
Admin

Group name
Genealogical Society Leadership Forum

Choose privacy ▼



Public

Anyone can see who's in the group and what they post.



Private

Only members can see who's in the group and what they post.

Learn more about [group privacy](#)

Create



Desktop Preview



TxSGS Genealogical Society Leadership Forum

Group privacy · 1 member





Groups > Create group

Create group



Texas State Genealogical Society

Admin

Group name

Genealogical Society Leadership Forum



Choose Privacy

Private



Private groups can't change to public to protect the privacy of group members. [Learn more](#)



Hide group

Visible



Visible

Anyone can find this group.



Hidden

Only members can find this group.



Desktop Preview



TxSGS Genealogical Society Leadership Forum

Private group · 1 member





Groups > Create group

Create group



Texas State Genealogical Society
Admin

Group name
Genealogical Society Leadership Forum

Choose Privacy
Private

Private groups can't change to public to protect the privacy of group members. [Learn more](#)

Hide group
Visible

Invite Page fans (optional)



Create



Desktop Preview



TxSGS Genealogical Society Leadership Forum

Private group · 1 member





Manage group



Genealogical Society Leadership Forum

Private group

[Community home](#)

[Overview](#)

Admin tools



[Admin Assist](#)
0 actions, 0 criteria

[Member requests](#)
0 new today

[Badge requests](#)
0 new today

[Membership questions](#)



[Edit](#)

TxSGS Genealogical Society Leadership Forum

Private group · 1 member



[Joined](#) ▾

[+ Invite](#)

[About](#)

[Discussion](#)

[Topics](#)

[Members](#)

[More](#) ▾



Image Size: 1880 Wide x 700 High



Facebook Image Sizes 2023: Everything You Need to Know

<https://dustinstout.com/facebook-image-sizes/>





Search Facebook



Manage group



- Scheduled Posts
- Activity log
- Group rules
- Member-reported content
0 new today
- Moderation alerts
0 new today
- Group quality

Settings



Group settings
Manage discussions, permissions and roles

Manage membership

Who can join the group

Only profiles



Who can approve member requests

Anyone in the group

Members can only approve requests from their friends.



Only admins and moderators



Cancel

Save

Who is preapproved to join

Nobody





Search Facebook

Manage group



TxSGS Genealogical Society Leadership Forum

Private group

Community home

Overview

Admin tools



Admin Assist
0 actions, 0 criteria

Member requests
0 new today

Badge requests
0 new today

Membership questions

Pending approvals
0 new today

Scheduled Posts

Activity log

Group rules



Member-reported content
0 new today



No Rules Set Up

Use rules to help set the tone for your group and help prevent member conflict. Write up to 10 rules about your group.

120

Get started



Create rule



Example rules

Be kind and courteous

No hate speech or bullying

No promotions or spam

Respect everyone's privacy

Write your own

Title

Description

Cancel

Create

Group rules

Create

- 1 Be kind and courteous**

We're all in this together to create a Welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.
- 2 No hate speech or bullying**

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.
- 3 No promotions or spam**

Give more than you take in this group. Self-promotion, spam and irrelevant links aren't allowed.
- 4 Respect everyone's privacy**

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.





Manage group



TxSGS Genealogical Society Leadership Forum

Private group

Community home

Overview

Admin tools

Admin Assist
0 actions, 0 criteria

Member requests
0 new today

Badge requests
0 new today

Membership questions

Pending approvals



Membership questions

Ask pending members up to three questions when they request to join your group. Only admins and moderators will see the answers.

Add question

Group rules
Ask people to agree to group rules.



Manage group

TxSGS Genealogical Society Leadership Forum
Private group

- Community home
- Overview

Admin tools

- Admin Assist
0 actions, 0 criteria
- Member requests
0 new today
- Badge requests
0 new today

Membership questions

Pending approvals



Membership questions

Ask pending members up to three questions when they request to join your group. Only admins and moderators will see the answers.

Add question



Group rules
Ask people to agree to group rules.



Question 1

What is the name of your Genealogical Society?

Write your answer...

Edit

Delete

Question 2

Please provide links to your societies Website and/or Facebook page:

Write your answer...

Edit

Delete

Question 3

Describe something that your society does very well.

Write your answer...

Edit

Delete






Search Facebook




Manage group





 Membership questions


 Pending approvals
0 new today


 Scheduled Posts

 Activity log

 Group rules


 Member-reported content
0 new today

 Moderation alerts
0 new today

 Group quality

Settings



 **Group settings**
Manage discussions, permissions and roles

Set up group

Name and description 

New Member Intro

Create a message that new members will see when they visit your group for the first time.

[Get started](#)

Privacy

Private 

Hide group

Visible 

Location



Customize group



Texas State Genealogical Society

Edit

TxSGS Genealogical Society Leadership Forum

Private group · 1 member



Joined

+ Invite

About Discussion Topics Members Events Media Files

Write something...



Tag people



Photo/video



Feeling/activity

Featured ⓘ

Add

-  Invite Facebook friends
Invite people you're connected to on Facebook
-  Invite with email
Send an email invite to people

Continue setting up your group X

1 of 4 steps completed

Customize your group and attract new members in a few steps.



Invite members



Add a cover photo



<https://www.facebook.com/groups/496801145902762>






TxSGS Genealogical Society Leadership Forum

Private group · 1 member

Join group

About Discussion

About this group

-  **Private**
Only members can see who's in the group and what they post.
-  **Visible**
Anyone can find this group.
-  **History**
Group created on January 24, 2023 See more

- It's live!
- Join Now!



Where to go from here...

- *Using Facebook For Nonprofits*
 - <https://www.facebook.com/help/1640008462980459>
- *Facebook Ads for Nonprofits: The Complete Guide [2023]*
 - <https://www.causevox.com/blog/facebook-ads-for-nonprofits/>
- *Create and Manage an Event*
 - <https://www.facebook.com/help/572885262883136/>



Models of Social Media Management

- 1. One Riot, One Ranger**
- 2. We're All In This Together**
- 3. Temporary Help**
- 4. Independent Action**



One Riot, One Ranger

One person takes responsibility for an official social media outlet.

Advantage:

- Unambiguous areas of responsibility

Challenges:

- Coordinating content across multiple platforms
- Quality control
- Who fills in/takes over?



We're All In This Together

Multiple people share responsibility for multiple social media outlets.

Advantage:

- Not relying on a single person.

Challenges:

- Coordinating content
- Quality control



Temporary Help

Engaging a skilled volunteer on a short-term basis.

- Skilled volunteer
- Student
- Interns

Advantage:

- Quality product created in a short period of time

Challenges:

- They may not be intimately familiar with Genealogy/Family History
- Maintaining what was created after the volunteer departs



Independent Action

Repost content from members personal accounts.

Advantage:

- Not relying on a single person.
- Provides a diverse point of view

Challenges:

- Quality control
- Encouraging members to create content
- Focusing/directing topics



Utilize a Password Management Tool

- You will find that many/most of the social media platforms you use will have a single UserID and Password.
- Managing this information with a group of people is challenging.
 - Often leads to poor security practices
 - Emailing information
 - Maintaining information in files or spreadsheets
 - Infrequent changing of passwords
- A Password Manager can benefit your organization.
- The Best Password Managers for 2023 – PCMag
 - <https://www.nytimes.com/wirecutter/reviews/best-password-managers/>



Deleting a Page on Facebook

Deleting:

- Click on Logo (upper right-hand corner)
- Select
 - **Settings & privacy**
 - **Settings**
 - **Privacy**
 - **Facebook Page Information**
 - **Deactivation and deletion**
 - **View**

Deactivating or deleting your Facebook Page
If you want to take a break from Facebook, you can deactivate your Page. If you want to permanently delete your Facebook Page, let us know.

Deactivate Page
This can be temporary.
Your Page will be disabled and your name and photos will be removed from most things you've shared.

Delete Page
This is permanent.
You won't be able to retrieve the content or information you've shared on Facebook as this Page. Your Messenger and all of your messages will also be deleted.



Discussion:

Using Social Media



Websites (and Blogs)



What is a website?

- A collection of **web pages**
 - Accessed using a **browser**
- Published on a **web server**
- Connected to the **Internet**
- Identified by a unique **domain name**



Web Page

- A collection of information on a particular subject/topic
- Can consist of:
 - Text, Documents, Audio, Videos and/or links to other webpages and/or websites
- Formatted using **Hyper-Text Markup (HTML)**
 - Understood/interpreted/displayed by a **Browser**
 - Software designed to display HTML-formatted information
 - Examples: Chrome, FireFox, Edge, Safari



Web Server

A computer that is connected to the internet that provides access to web pages to anybody with access to the internet.

- Individuals and societies typically utilize a “Web Hosting Service” to host their websites.
- A monthly/yearly fee is charged for these services.



What is the Internet?

The Internet is a global system of interconnected computer networks

- It uses the Internet protocol suite to communicate between networks and devices.
- It is a network of networks that consists of private, public, academic, business, and government networks linked by a broad array of electronic, wireless, and optical networking technologies.



How do **You** Access the Internet?

- Public Place (such as a library, restaurant, hotel, etc.) using WiFi
- Home
 - Pay an **Internet Provider** (AT&T, Verizon, Comcast, etc.)
 - Connect directly (cable) to the router they provide
 - Connect using WiFi



SSL

Secure Sockets Layer

- A protocol that creates a secure, encrypted link to/from a computer.
- Highly desirable feature for any website.

NOT having a SSL connection does not necessarily mean that your information is not secure...

- But there is a higher chance that it could be.
- It is easier for hackers to intercept what you are typing.



Domain Name

- Serves as the address for a website
 - txsgs.org
 - familysearch.org
 - ancestry.com
- Somebody must act as the **Domain Registrar** for each domain
 - Most Web Hosting Services will do this.
 - The cost is usually included in the overall fee.
 - You can also do this with independent Domain Name Registrar services
 - There is a fee associated with this service



Website Software

- You can create each web page separately/manually and link them together to create a website.
 - This is almost never done any more.
- Most websites today are created using **website software** designed specifically to create, maintain and share webpages.
 - **Website Builders** make creating a website extremely easy
 - **Wordpress** is the most popular choice
 - Used on more than 40% of the world's websites



Blog

A very specific type of website.

- Software designed to facilitate:
 - Posts (articles)
 - Comments on those posts
- Google offers a free blog
 - [blogger.com](https://www.blogger.com)
- Most **Website Software** solutions incorporate a blog as well



Sarah Hyland and Wells Adams Family History Discoveries

[Continue Reading](#) →



Sarah Hyland and Wells Adams Family History Discoveries

Ancestry Team | JAN 09, 2023

[← Back to Blog](#)

Ancestry® has uncovered that while many people are curious about their own family stories, half of Americans know more about fictional TV families than their own, according to recent surveys*. In reality, people's own family stories are just as compelling as the fictional ones they love and follow – packed with triumphs, twists, successes, struggles and even scandals.

Forty-three percent said their family story would be a fictional Comedy on TV, followed by a Drama (41%). Speaking of funny TV families everyone loves, Modern Family won the hearts and minds of millions of fans for 11 seasons. Actress Sarah Hyland, who played Haley Dunphy, recently discovered her own family stories are equally as script-worthy – and she's encouraging everyone to find and share their own.

Alongside her husband, host and TV personality Wells Adams, [the couple competed in “2 Lies & A Leaf®”](#) – the Ancestry YouTube series where contestants put their family history knowledge to the test in a “two truths and a lie” style game. Their own family histories are full of interesting stories – complete with mysterious deaths, a haunted hotel, and even parallels to Sarah's iconic role as Haley Dunphy.

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[Seminar: Summer](#)

[SIG: DNA](#)

[SIG: Family Tree Maker](#)

[SIG: German Genealogy](#)

[SIG: Roots Magic](#)



Creating Your Own Website (and Blog!)



Define Content

- 5 pages every site should have:
 - **Home**
 - **About Us**
 - **Programs and Services**
 - **Support Us**
 - **Contact Us**
- Your content pages



Menu/Content Exercise

Good group exercise

This is a good exercise you can use to determine your menu structure and identify how your content will be presented.

- Create a 3 x 5 card for each category of content
- Create more cards for each proposed menu heading
- Arrange content cards under the proposed menu headings to visualize how you will present your content
- Rearrange/rename headings and content cards until you have a workable structure



Where & How Will You Develop Your Website?

Platform

- Use a website builder
- Use WordPress on a Web Hosting Service

Expertise

- Do it yourself
- Rely on volunteers
- Pay a consultant



Website Builder

A service that allow you to easily design and create a website.

- Everything you need will be provided for you.
- You can do everything yourself.

Popular Services

- Wild Apricot
- Weebly
- Wix
- EasyNetSites





CLAYTON LIBRARY FRIENDS

[Home](#)[Join Us](#)[Events](#)[Resources](#)[Giving](#)[Volunteer](#)[About Us](#)

2023 Membership Renewal

Online renewal of CLF membership is now available. Visit our [Membership Renewal](#) page for details. To renew by mail, follow the instructions on this [printable membership form](#).



Family Research Assistance

Do you need help with family research? Clayton Library Friends (CLF) has launched a new and exciting fee-based project that provides a service to clients who seek help with their own research. The service is provided by CLF member volunteers and the revenue generated will support CLF which supports Clayton Library, Center for Genealogical Research, Houston, Texas. Visit our [Research Request](#) page for more details.

Clayton Library Center for Genealogical Research 5300 Caroline Street, Houston, Texas 77004

The Clayton Library is open for research! Staff are available to help you get started and to assist you in locating the books, microfilms, periodicals, and databases to further your research. For general information about the library visit houstonlibrary.org/clayton. To learn more about the library's genealogy resources visit houstonlibrary.org/genealogy.



Upcoming CLF Meetings

CLF BOARD MEETING

Sat, January 28, 2023 10:00 AM • Clayton Library

Connect With Us on Zoom!

<https://claytonlibraryfriends.org/>



Plan	No. of Members	Monthly Payment	Pre-pay 1 Year (Monthly)	Pre-pay 2 Years (Monthly)
Free	50	Free	Free	Free
Personal	100	\$48	\$43.20	\$40.80
Group	250	\$60	\$54	\$51
Community	500	\$110	\$99	\$93.50
Professional	2,000	\$190	\$171	\$161.50
Network	5,000	\$350	\$315	\$297.50
Enterprise	15,000	\$420	\$378	\$357
Global	50,000	\$720	\$648	\$612





Membership - Time to Renew for 2022-2023

Info on our [Membership](#) page. Our membership runs October 1st to September 30th.

Upcoming Saturday Seminars - Haggard Library

January 21, 2023 - "Appreciating Conflicting Evidence: Analysis and Resolution Develops Broader Research"

February 18, 2023 - "Applying to Lineage Societies"

March 18, 2023 - "Census Records: Have You Really Looked At Them?"

April 15, 2023 - "Shaky Leaf Syndrome: Using Website Generated Hints More Effectively"

May 20, 2023 - "10 Genealogical Brick Walls You Will Face"

Meetings are hybrid - we meet from 10:15 to noon at Haggard Library, 2501 Coit Road, Plano, Texas 75075, zoom is also an option. Email newsletter@genealogyfriends.org for zoom info.



<p>Free</p> <p>Basic use</p> <p>\$0 /mo</p> <p>SELECT</p>	<p>Personal</p> <p>Connect to a custom domain</p> <p>\$10 /mo billed annually or \$13 month-to-month</p> <p>SELECT</p>	<p>Professional</p> <p>Connect your domain and add more customization.</p> <p>\$12 /mo billed annually or \$16 month-to-month</p> <p>SELECT</p>	<p>Performance</p> <p>Add features that drive growth and manage operations.</p> <p>\$26 /mo billed annually or \$29 month-to-month</p> <p>SELECT</p>
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Site Features

Free	Personal	Professional	Performance
Free SSL Security	Free SSL Security	Free SSL Security	Free SSL Security
Add 3rd party embed code	Add 3rd party embed code	Add 3rd party embed code	Add 3rd party embed code
		Unlimited Storage	Unlimited Storage
	Connect a Custom Domain	Connect a Custom Domain	Connect a Custom Domain
		Advanced Site Stats	Advanced Site Stats
		Free Domain	Free Domain
		Remove Square Ads	Remove Square Ads
		Password Protection	Password Protection

No discount for nonprofits.



Upcoming Events

Click on any event for details....

Leadership Team Mtg

Tuesday, Jan 17th

10am-noon
via Zoom

Members Helping Members

Thursday, Jan 19th

10am-Noon
via Zoom

January Meeting

Barry Wolff

RootsMagic Software

Saturday, Jan 21st

Hybrid

Technology SIG

Tuesday, Jan 24th

10:30-Noon
via Zoom

Sign Up for Clayton Library Bus Trip!

WHAGS is going back to the Clayton Library on Tuesday, March 14. Ricky Armes has secured a Harris County bus for our use, and online sign-up is now open. Bus capacity is just 40, so be sure to sign up early to reserve a seat for this free round trip from the Steve Radack Community Center to the Clayton Library.

This will be a great opportunity to further your family research at Houston's own world-class genealogical library, have fun with other WHAGS members, and save the cost of gas by not driving yourself.

Click on the button below and provide the information requested.

Bus Trip Sign Up

Welcome New Members!

Nancy Allen
Clarisa Carroll
Becky Childers
Windy Corbett
Elaine Falcone
Lisa Henry
Colleen Judd
Patricia Morrow
Lynne Scott
Ann Elizabeth White

Thank You Donors!!



President's Message

Give Us a Smile!

WHAGS would never recommend where you shop, but, if you do happen to shop online at Amazon, by designating WHAGS as your preferred charity and shopping at [smile.amazon.com](https://www.smile.amazon.com), your everyday purchases will benefit WHAGS!

Support West Houston Area Genealogy Society.

When you shop at [smile.amazon.com](https://www.smile.amazon.com),
Amazon donates.

Go to [smile.amazon.com](https://www.smile.amazon.com)

amazonsmile

<https://www.whags.org/>

WIX.com

		BEST VALUE			
		VIP First Priority Support	Pro Complete Online Branding	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use
		— \$ 45 /month	— \$ 27 /month	— \$ 22 /month	— \$ 16 /month
Custom domain	ⓘ	✓	✓	✓	✓
Free domain for 1 year	ⓘ	✓	✓	✓	✓
Remove Wix ads	ⓘ	✓	✓	✓	✓
Free SSL certificate	ⓘ	✓	✓	✓	✓
Storage space	ⓘ	100 GB	50 GB	5 GB	2 GB
Video hours	ⓘ	5 hours	2 hours	1 hour	30 minutes
Lead-capture forms	ⓘ	75	25	10	4
Fields per form	ⓘ	75	50	20	10
Ad vouchers	ⓘ	✓	✓	✓	—
Site Booster app Free for 1 Year	ⓘ	✓	✓	✓	—
Visitor Analytics app Free for 1 Year	ⓘ	✓	✓	✓	—
Events Calendar app Free for 1 Year	ⓘ	✓	✓	—	—
Professional logo	ⓘ	✓	✓	—	—
Social media logo files	ⓘ	✓	✓	—	—
Customer care	ⓘ	Priority customer care	24/7 customer care	24/7 customer care	24/7 customer care

Wix offers a 50% discount on all paid plans to nonprofits.





Wix Unlimited Premium Plan, 2-Year Subscription – Access to Discounted Rates

Donor Partner: [Wix](#)

Category: [Mobile](#), [Website Management](#)

Platform: Multiple platforms

Format: Online

Product ID: G-51063

Availability: Available

[Boost subscribers, see special Boost pricing.](#)

Admin Fee:

\$34.00

LOG IN

Add to cart with:

[New Website Consultation](#)

\$79.00

Add this offer

[Digital Marketing Consultation](#)

\$49.00

Add this offer





EasyNetSites

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Portfolio

Client Resources

Demo Site

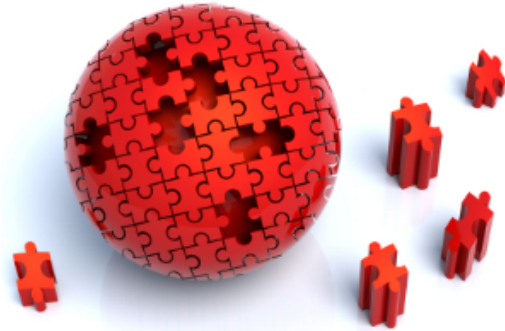
Contact

Puzzle Solved!

EasyNetSites is a suite of web-based tools designed for any membership-based organization. Although many of our clients are genealogical, familial and historical societies, we also serve fraternal organizations, alumni associations, home owners associations and many others.

EasyNetSites solves your website puzzle by making you the webmaster. We put the creative power in your hands and your organization saves money. Plus it's so easy... even for those who don't speak a word of computer!

If you can use a word processor and fill out a simple form, you have all the necessary skills to create, maintain and update your own website – whether your organization has 10 or 1000 members. Our simple, intuitive program makes it a snap to manage all the content on every page of your site. And our easy-to-use “editing permissions system” allows you the flexibility to assign specific individuals the ability to maintain and update only the areas and functions you select. The tools included in EasyNetSites allow you to quickly and easily create web pages with no programming required.



At the heart of the EasyNetSites app is a Membership Management tool which features a dues, expiration and reporting system that totally eliminates passing around spreadsheets and mailing lists. You can also create and send emails (including multiple attachments) to all your members with just one click using the Blast Emailer. Simplify your organization's management processes, better serve your members and watch your organization grow!

EasyNetSites will work closely with you to customize your site and help you achieve your organization's goals. We also offer design updates for a fresh and exciting new look as well as professional writing services and data entry if you need them. Call us today at Blue Crab Software **301.576.6447** or email **AskUs@EasyNetSites.com** to find out more about how we can make your website issues easy for you – Puzzle Solved!

Membership Size	Annual Fee
0 - 99	\$195.00
100 - 299	\$295.00
300 - 599	\$330.00
600 - 899	\$365.00
900 - 1199	\$400.00
1200 - 1499	\$435.00

<https://easynetsites.com/>



SAN ANGELO

GENEALOGICAL AND HISTORICAL SOCIETY
Forty Years of Genealogy in the Concho Valley



HIGH SCHOOL BUILDING

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[Event Calendar](#)

[Events](#)

[Get Involved](#)

[Links & More](#)

[Membership](#)

[Newsletter](#)

[Pioneer Certificates](#)

Welcome

SAGHS welcomes all who share an interest in family history in West Texas!



San Angelo, Texas circa 1880s

San Angelo Genealogical and Historical Society invites you to explore our website and consider becoming a member of our society. Founded in 1973, SAGHS supports genealogists living in and researching in the Concho Valley. It is a society for everyone, from the beginner to the most advanced genealogist.

Subscribe to our newsletter [HERE](#).

SAGHS Speaker Series!

February 7 - "Unusual Places to Find Births and Naturalizations" presented by Debra Dudek

Widen your search for birth dates and locations as well as naturalizations from underutilized resources such as military rosters, consulate applications, voter registrations, cancelled passports, fraktur, and much more. This lecture focuses on both digital and physical resources. Learn more about Debra on our [speaker bio page](#).



To register for the **February** virtual meeting, click [HERE](#).

Upcoming Events

January 1st

March Seminar onDNA
Discover Your Family Through DNA with Diana Elder! Four sessions on DNA slated March 25. Early bird registration opens January 1!

[View Full Listing](#)

January 28th

Lunch & More
Bring a sack lunch and join us in the 3rd floor Community Room at the Stevens Central Library in downtown San Angelo to hear a speaker present a genealogy topic. Lunch is followed by an afternoon workshop. Watch for details!

[View Full Listing](#)

January 28th

Hands-On Workshop
Following the Lunch &

More Information

Best Website Builder (Top 10 January 2023)

- <https://www.forbes.com/advisor/business/software/best-website-builders/>



WordPress

wordpress.org

A free and open-source content management system.

- “A factory that makes webpages”
- Initially released in 2003
 - Currently used on more than 4 million websites
- Features include:
 - A template system, referred to within WordPress as "Themes"
 - A plugin architecture



Themes

- Controls the overall “look and feel” of the website.
- There are very many themes available
 - Some free
 - Some are fee based





DALLAS GENEALOGICAL SOCIETY

EXPLORE YOUR FAMILY HISTORY WITH US

[HOME](#) [Events](#) [Blog](#) [Records](#) [Membership](#) [Learn](#) [Publications](#) [Get Involved](#)



Next General Meeting

Join us Saturday November 6 starting at 10:30 am CDT. "The Amateur Sleuths Who Found a Missing Piece of Dallas History" – Geyden and Barry Sage.



Seminars

Save the date for one of our upcoming 2022 seminars!



Is that meeting Live or Virtual?

Who is meeting when (and how)? Our Calendar of Events has the latest information about area meetings, events and seminars.

Spring Seminar / April 22, 2023

Join Judy G. Russell presenting *Research and the Law: Legal Knowledge Needed to Find Your Ancestors!*

[MORE INFO](#)[REGISTER](#)

Explore Your Family History With Us

Genealogical & Family History Records, Resources & Activities for Dallas, Dallas County and North Texas



Records

Our collection features information about Dallas County Cemeteries, Local Funeral Homes and Early Court, Land, Marriage, Probate, & Tax records.

[VIEW RECORDS](#)

Publications

Our members have created many publications throughout our history. We have also indexed and digitized every Newsletter and Journal we have created since 1955.

[VIEW PUBLICATIONS](#)

Videos

Our meetings feature presentations from knowledgeable speakers. Recordings of many of these outstanding presentations are available to the public.

[VIEW VIDEOS](#)

Meetings

We offer three seminars each year. Our monthly Special Interest Group and General Meetings are open to the public. Most are hybrid (in-person and virtual).

[VIEW CALENDAR](#)

Plugins

- Provide a wide variety of functions.
- Work with any theme
- 60,097 free plugins available as of 1/17/2023
 - <https://wordpress.org/plugins/>



WordPress Requirements

- An account with a **Web Hosting Service**



Genealogical Society Webmasters

(Private Facebook Group)

- bigscoots.com – “Off the top of my head I think it’s around \$90 for 3 years.”
- tigertech.net – “They don't offer all the control panel stuff of other hosts, but they do have easy WordPress setup and the customer service blows away all the previous hosts I've ever had. Basic hosting, which is all you'll need, is \$10/11, small discount for prepaying for the year. With no contract and no setup fee.”
- dreamhost.com – “\$13/month, official WordPress hostSimplyHosting.net - specializes in genealogy websites, \$49.80/year, Excellent customer service.”
- getflywheel.com – “If the site is fully WordPress, I've been very happy”
- siteground.com – “Fast and secure.”
- inmotionhosting.com – “I have used InMotion Hosting for many years now and could not be happier. They're service is solid, but best of all is their customer service.”

Also see “10 Best Web Hosting Services (January 2023)”

<https://www.forbes.com/advisor/business/software/best-web-hosting-services/>



WordPress Requirements

- An account with a Web Hosting Service
- A Domain Name
 - This can be registered by you Hosting Service
 - You can also register it with a 3rd party service
- A WordPress Theme
 - Be sure to select one that is Mobile Responsive
 - Look for one that gives you lots of options for home page content
- Someone to do the initial setup/configuration
- Someone to maintain it after it has been created





Search results

Filters



All



Posts



People



Photos



Videos



Marketplace



Pages



Places



Groups

City

Public Groups



Wordpress Website Developer & Freelancers

Public · 23K members · 10+ posts a day

Welcome to the WordPress Jobs & Projects Group WordPress is the leading open source blog publishing application. With its innovative plugins and unique themes, WordPress j...

Join



WordPress Experts

Public · 87K members · 10 posts a day

*updated on 01/01/2023 A perfect place to talk with WordPress Experts. A Facebook group for those who use WordPress. To help keep this a helpful and encouraging...

Join



WPBeginner Engage - WordPress Help for Non-Techies

Private · 90K members · 10+ posts a day

The largest and fastest growing WordPress group for non-techies and beginners on Facebook. Welcome to WPBeginner Engage - WordPress Help for Non-Techies. A...

Visit



WordPress for Beginners

Public · 29K members · 4 posts a day

WordPress for Beginners is the starting point for anyone who wishes to develop a WordPress Site, anyone who has a question, or anyone who needs support in WordPres...

Join



WordPress, WooCommerce Tips and Help Zone

Public · 36K members · 7 posts a day

WWTH is a Facebook group for WordPress and WooCommerce users, devs and agencies. Feel free to ask questions, and please be kind to all with your responses. Most Discusse...

Join

WordPress.com

- Note the “.com”
- This is a web hosting company that offers a variety of services
 - WordPress hosting
 - Website Building
 - Website Design Services

The screenshot displays the pricing page for WordPress.com. At the top, there is a 'Free' plan option with the text 'Create a beautiful, simple website in minutes.' and a 'Start with Free' button. Below this, there are two payment options: 'Pay monthly' and 'Pay annually'. The main content area features four plan cards: 'Personal' (Best for Personal Use), 'Premium' (Best for Freelancers, marked as 'POPULAR'), 'Business' (Best for Small Businesses), and 'eCommerce' (Best for Online Stores). Each card shows a monthly price with a crossed-out previous price and a note 'per month, billed yearly'.

Plan	Best for	Monthly Price (per month, billed yearly)	Previous Price (per month, billed yearly)
Free	-	-	-
Personal	Personal Use	MX\$36	MX\$45
Premium	Freelancers	MX\$108	MX\$135
Business	Small Businesses	MX\$324	MX\$405
eCommerce	Online Stores	MX\$583	MX\$729



Expert Help?

- Hiring someone to help with the initial design & setup may prove to be money well spent.
 - Just be sure to also the people who will be maintaining the website are involved and trained as part of the process.



Genealogical Society Webmasters

(Private Facebook Group)

- **CitySoft** - <https://www.citysoft.com/>
 - Used by Yakima Valley Genealogical Society - yvgs.net
- **MemberLeap** - <https://www.memberleap.com/about.php> -
 - Used by Rochester Genealogical Society (<https://nyrgs.org>)
- **Genealogy Website Builders** - <https://genealogywebsitebuilders.com/>



Association of Professional Genealogists

apgen.org

A search of this website for members with “Website” and “Design: in their profiles produced the following:

- Janice Carapellucci - <https://www.apgen.org/profiles/janice-carapellucci>
- Michael Sharpe - <https://www.apgen.org/profiles/michael-sharpe>
- Kimberly Tucker - <https://www.apgen.org/profiles/kimberly-tucker>
- Tim Firkowski - <https://www.apgen.org/profiles/tim-firkowski>
- LaDonna Garner - <https://www.apgen.org/profiles/ladonna-garner>

<https://www.apgen.org/search?searchable=website+design> search run 1/17/2023





Search results



Filters



All



Posts



People



Photos



Videos



Marketplace



Pages



Places



Groups



Events

Groups



WordPress Developer

Public · 54K members · 6 posts a day

https://wpmania.net/ is one of the leading WordPress development agency in the industry. We believe WordPress is the best Content Management System on the planet...

Join



WordPress Website Developer & Freelancers

Public · 20K members · 10+ posts a day

Welcome to the WordPress Jobs & Projects Group WordPress is the leading open source blog publishing application. With its innovative plugins and unique themes, WordPress j...

Join



WordPress for Beginners

Public · 28K members · 4 posts a day

WordPress for Beginners is the starting point for anyone who wishes to develop a WordPress Site, anyone who has a question, or anyone who needs support in WordPres...

Join

See more

Pages



WordPress

Website · 1.2M likes · 10+ posts in the last 2 weeks

WordPress is more than a publishing platform. It's powerful and empowering technology built by a global community of passionate contributors, united by the spirit of freedom;...

Like



WPBeginner - WordPress for Beginners

Blogger · 415K followers · 10+ posts in the last 2 weeks

WPBeginner is a free WordPress resource site for Beginners.

Follow



WordPress.com

Product/service · 577K likes · 10+ posts in the last 2 weeks

WordPress.com is the best place for your personal blog or business site.

Like

See more



Domain Names

- You should “own” your sites Domain Name(s)
 - dallasgenealogy.org
 - dallasgenealogy.com
 - dallasgenealogy.net
- You should be free to move the administration of it/them from whoever administers it now (perhaps your hosting service) somewhere else (such as a Domain Administration service)
 - Example: from **hostmonster.com** to **internet.bs**



Existing Website?

- **Website Evaluation Tool**

- This spreadsheet will allow you to evaluate the effectiveness of your existing website.
- It is a great tool to identify strengths and areas for improvement..



[Community home](#)



Genealogical Society Webmasters

[Join group](#)




[About](#) [Discussion](#)



About this group

Created to be a resource for those actively involved in managing the web presence for Genealogical Societies

 **Private**
Only members can see who's in the group and what they post.

 **Visible**
Anyone can find this group.

 **History**
Group created on February 7, 2012 [See more](#)

Members · 546

Genealogical Society Webmasters

Private group · 546 members




Joined [+ Invite](#)

About Discussion Featured Chats Rooms Topics Members Events Media **Files** Reels



Files

Search files [Upload file](#)

File name	Type	Last modified	
 Website_Evaluation_Tool_V3.xlsx	Spreadsheet	August 16, 2021 at 6:50 AM by Tony Hanson	...



Discussion:

Websites & Blogs



A Special
Thanks to
Tony



<https://www.txsgs.org/creating-a-digital-presence-for-genealogical-societies/>



The screenshot shows the homepage of the Texas State Genealogical Society. The header features the organization's logo (a map of Texas with 'TSGS' inside) and the text "Texas State Genealogical Society" and "Impacting genealogy in the Lone Star State since 1960." Below the header is a navigation menu with items: "About Us", "Programs", "Publications", "Conference/Events" (highlighted in red), "Membership", "Partner Societies", "Resources", and "Podcast". A secondary navigation bar includes "Donate to TxSGS", "Volunteers - Get Involved!", and "Contact Us".

The main content area features a large heading: "Digitally-Enhanced Marketing for Genealogical Societies". Below this, it is labeled "A Virtual Event". To the left is a circular logo for the "Genealogical Society LEADERSHIP FORUM 2023". To the right, the text reads: "The focus of this meeting is going to be on marketing your society, with a strong emphasis on incorporating social media into the mix. While the marketing discussion will be at a very high level, we do plan to get 'down in the weeds' on a couple of topics:"

- We will demonstrate how to create an organization page for your

On the right side of the page, there are three utility boxes: "Member Log-in" with a link to access member accounts, "Join Now" with information on joining or renewing membership, and "Search Our Website".

A recording of this presentation will be available soon...



<https://www.facebook.com/groups/496801145902762>






TxSGS Genealogical Society Leadership Forum

Private group · 1 member

Join group

About Discussion

About this group

-  **Private**
Only members can see who's in the group and what they post.
-  **Visible**
Anyone can find this group.
-  **History**
Group created on January 24, 2023 See more



Next Meeting

Saturday, May 13th

Another (never enough) Conversation on Programming!