

25 Great Topics for Genealogy Society Blogs

by Amy Coffin

Kick Up Your Society's Web Presence

Having a blog for your local genealogy society is an economical way to publicize your group and attract new members. Blogging is very easy and minimal technical knowledge is needed. In fact, the biggest challenge is keeping blog posts fresh and current. Here are 25 ideas to get your society's genealogy blog up and running:

1. On the first of each month, list the society's upcoming events. Remind members what's on the calendar and advertise to potential members what your society is all about. Provide as much information as you can about your speaker, the topic, or planned activity. Do not assume blog readers know what "show and tell" is. Write your blog posts for an audience of potential members to ensure their questions are answered. Make sure there is a contact email address for the society somewhere in the post, or on the blog page in case readers have more questions. This blog topic provides from 6-12 blog posts depending on how often your group meets during the year.

2. Invite youth genealogists to be guest bloggers. This blogging idea is win/win--your society gets a fresh look on issues and youth genealogists are brought into the organization. Reach out to the younger generation through school service clubs, history classes, church groups, scouting organizations and your members' own families. Invite them to write about local history, important historic figures, their own grandparents, or any other topic of your choosing. Having a youth guest blogger featured every other month will give you six society blog posts per year.

Free to Good Home

I love genealogy, and I love blogs. Something magic happens when the two are combined. It spreads the love of family history across the globe.

Genealogy societies can experience magic through their own blogs, too.

These ideas are for groups who want to blog, but need some inspiration. They are free of charge as a thank you to the dedicated volunteers who keep our genealogical and historical societies running.

Share these ideas with your society. Tell your friends to download their own copies at AmyCoffin.com.

Let's get blogging! It's time to share our love of genealogy with the world.

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3. Spotlight a current society member. Give a little love to a long-time member or stand-out volunteer. You could interview the subject or turn the post into a surprise for the honoree. Ask for input from several members of the society and get more people interested in the group blog.

4. Write a tribute to a society member no longer with us. Use your blog to preserve some of your society's history. Dig into your newsletter archives and feature the best writing of a deceased member who helped make your society what it is today.

5. Share descriptions of your society's events. This is your chance to spotlight the fun and informative happenings in your society. Do you have an annual holiday potluck or other special function that is not a traditional meeting? Share about those events in your society blog. Make sure you include key details that make your society stand out. Include pictures to highlight the genealogy fun. Warning: may attract new members!

6. List your society's volunteer opportunities on your blog. This is a great way to recruit some extra assistance for those special projects. Many folks are under the impression that a volunteer gig takes a lot of time and special expertise. Make sure your blog posts say otherwise. Show some photos of past volunteer efforts and highlight the fun and rewards that come with service projects. If you're requesting volunteers for a specific project, make sure there is contact information, including a valid email address, in the post or clearly shown on the blog page.

7. Share the table of contents and/or brief descriptions of your society's newsletters. If you have members' only publications, it's difficult for outsiders to see some of the benefits of membership. Help give them an idea with a peek at the treasures inside. If your group does not have a newsletter, use your blog as a platform for one.

Spread the Word About Your Genealogy Society Blog

Signature Plug

Make sure your blog's URL (web address) is listed at the bottom of emails you write, included in any publications you send and mentioned in all society correspondence.

Set a Date

Utilize community calendars and local newspaper announcements to plug your events. Any time your society is mentioned, include the blog address.

Join the Club

Geneabloggers.com is an online community of support and resources for genealogy bloggers. This great website also has a blog directory. Get your society blog on the list so others around the world can discover your group!

8. Highlight an item in your library's collection. If you're part of a larger society that has its own library or space in a library, share about a special book or other materials. If your society does not have its own collection, describe an item of which it would be helpful for society members to be aware. If your group or its members have published books, you can spotlight those as well. Use this topic as much as you want for a regular feature on your genealogy society's blog.

9. Use your blog as a forum to get member feedback. If your society has ideas forming in the pipeline, blog posts are a good way to get opinions. You can also get feedback from readers in other societies. It is up to you what you post for discussion. Ask questions of your members. They will certainly answer back.

10. Publicize your society's events, meetings or booth location at upcoming conferences. This is a great way to advertise your group and reach out to others who will be at the same event. Share with your blog readers any special giveaways, classes taught, social functions and more. You can use this idea for several blog posts and build up excitement for your society's presence at the upcoming conference.

11. Publicize local events outside the society that may be of interest to members. Show blog readers that your society is on the pulse of what's happening in the genealogy world. If there is a history fair in the next town over, or a free webinar that may be of interest to genealogists, let your blog readers know! This gives you a chance to offer some "link love" and publicity to others groups and organizations. They may in turn send potential members your way. At the same time, your own members will be grateful that their genealogical society keeps them up to date on the latest events. It's a win/win situation.

12. Report on genealogy conference attendance. Wrangle up members who went to regional or national conferences and have them share their experiences, new ideas, etc. Genealogists who can't attend the conferences will love the information and mini-travelogue. You can use this blog topic several times with multiple authors reporting on each day's events or by the class. Make sure that your reporters only provide key ideas and respect the copyrighted material of the speakers.

The More the Merrier

A genealogy society blog can have multiple contributors. Recruit other members to create content. Assess their expertise and assign articles based on their interests and experience.

Writers do not need to have computer know-how. This is a great way to include all members in the group's activities as a society moves further into the technical world.

13. Give tips on genealogy conference attendance for first-time attendees. Encourage others to attend local and regional conferences and give them advice on how to make the most of their time. If you're hosting or participating in a conference, this is also a great way to market the event. You can even advertise on your blog post a "buddy system" and planned meeting times at the conference so first-timers can make new friends.

14. Share photos of your society's events. This is an easy, fast way to show others the great work that goes on in your society. The intent is to highlight what's best about your group in such a way that it makes others want to join in the fun. You can use this idea for unlimited blog posts.

15. Share old photos and comment on them. Use photos from your library or invite members to share old local photos. Provide comments, stories and/or memories of the past in your area. You can also use this idea to ask questions about certain photos and get information from the public. You can even make this a regular series if you want. However, be sure that your group either owns the copyright to these photos or has clear permission from the owners before publishing the images on your society's blog.

16. Prepare mini-histories of local buildings, houses and landmarks. Locate old buildings in your society's area and describe their history. This is a great way to attract potential new members. This idea can be used multiple times for a series if you wish. Share your historical blog posts with local press and you'll get even more publicity for your group.

17. Talk about major historical events and their impact on your local area. The way to get others interested in history (and genealogy) is to relate events to their lives. Blog readers can leave their own memories of these events in the comment area of your society blog and enhance the discussion.

Care to Comment?

Looking for more comments on your genealogy society blog? Engage your readers. Write posts that ask questions. Encourage readers to share their opinions and ideas.

Reply in a timely manner to any comments you receive. This starts a dialog and shows your group in a positive light.

Use your blog to showcase your group's highlights. Blog readers become society members and genealogy friends.

18. Reminisce about old businesses and restaurants in your society's geographic area. Remember the old diner? That store that sold that candy? This is another great idea to get others interested in local history (and new members to boot). If you're stuck for ideas, look at some old newspaper ads or phone books for businesses that once were. This topic is guaranteed to be popular so consider making it a series on your society blog.

19. Write about celebrities and notorious folks from the area. Important people all come from somewhere. Talk about the ones who had roots near you. Of course, the definition of "celebrity" is a loose one in this instance so run with the idea any way you see fit.

20. Share surnames of society members. When you're running low on blog ideas, offer up some member surnames. Provide details on the locations and scope of each search and see if there are any distant cousins out there. This gives members who aren't as Internet savvy a chance to get some online help with their research. This idea makes a great "patch" when you're drawing a blank but still want to publish some new content on the society blog.

21. Have an advice column. Do society members approach officers with research questions? Use your blog to publish the answers. Readers love blogs that provide tips, tricks and solutions that assist in genealogy research. "How-to" posts are often mentioned by other genealogy bloggers, which will get your society more publicity and blog readership.

22. Present genealogy brick walls and invite others to assist in solving the research problems. This is an easy way to get readers involved in your blog. Both society members and others online can provide their feedback in the comments section. Members who aren't usually active on the Internet may start participating more if they see their own research problems being analyzed online. With a little teamwork, these brick walls can be broken and your society can foster discussions outside the general meeting times.

Devil in the Details

When creating and publishing your society's blog content, remember to consider potential new members in your audience. "Meeting at the library" does not explain when or where the event takes place. Include full dates, times and locations for all events.

Provide an email address or phone number in a clearly visible place on your blog, giving potential members a way to reach you.

23. Offer research tips and tricks to your readers. There's always something new to learn with genealogy research. Share some of the members' collective wisdom on your blog. This could be a regular series that highlights some of the educational benefits of belonging to your genealogy society.

24. Highlight local cemeteries. Each cemetery is unique as are the people buried there. Discuss some of the distinctive characteristics of the location and the people. Get several society members involved and make a series of posts.

25. Interview a local senior citizen and preserve history. This is a fantastic way to honor our elders, preserve their stories and draw the attention of potential society members. Everyone has a story. Share some of the ones you find.

Parting Thoughts

Hopefully these ideas kick start your genealogy society blog into high gear. Several of the topics are designed to use regularly. Consider keeping an editorial calendar to plan your articles and assign subjects to your writers. That way, your society will produce a quality product to benefit your group for many years to come. Now get out there and share your love of genealogy.

Society Blogs Make the Grade

[FGS News Conference Blog](#)

The official conference blog of the Federation of Genealogical Societies packs a punch of publicity into their annual event. Readers keep up with the latest news, announcements and more.

[California Genealogical Society and Library](#)

There's always something happening at the CGS&L! They fill their blog with new library acquisitions, announcements and photos that make you want to join in the fun.

[MoSGA Messenger](#)

The official weblog of the Missouri State Genealogical Association keeps it easy with a stock layout and color scheme. Frequent, helpful posts keep readers coming back for more.