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Title

Crossing the great generational divide using social media - Use social media to reach the younger generations

Summary

The internet is not only a source of information, but also a medium for social interaction, and for younger generations it is a part of life as essential as electricity or the telephone. We can use social media to connect with younger generations and get them interested in their family history.

Abstract

Children and young adults are naturally curious about where their families have come from, and as the family historians of the family it is up to us to connect with them and teach them about their family history in ways that are meaningful to them. Using the technological tools that they take for granted is an ideal way to do this, telling stories about their ancestors and showing pictures of people and places that bring the stories to life.

This presentation will give a brief overview of the most popular forms of social media used by family historians and their families to connect with each other, collaborate on their research, and share their discoveries with the family they know and the more distant relatives they are hoping to find. Sites such as Facebook, Twitter, Google Earth or Pinterest will be shown, and the usefulness of blogs and photo-sharing services will be demonstrated.

The actual sites shown may change to reflect the changing popularity of sites over time.

Audience

Beginner