

FamilySearch Marketing

Social Media Challenge & Stake Event



Company Background

Family Search is a genealogy company that has a worldwide presence and offers people the chance to create their family tree and find their ancestors and relatives.

Problem

FamilySearch wants to have a marketing campaign for college students to get involved with family history.

Solution from RBDC

The solution involved three parts:

1

SOCIAL MEDIA CHALLENGE

#FamilyHistoryChallenge2023

- Make a recipe
- Play a game
- Find a story

2

STAKE EVENT IN ACCRA

Super Saturday Style Family history event on the other side of the world.

3

MAKE THEM REPEATABLE

Lessons learned to streamline future events and recreate them in other locations.



Beginning

We started with a plan to market the certificates and degrees in family history.



Pivoting

Then we pivoted to a family history challenge on social media and an in person event in Accra, Ghana.



Success!

We weathered many setbacks and still carried out the events!

Social Media Challenge

#FamilyHistoryChallenge2023

We designed a family history challenge to be posted on Instagram consisting of three challenges. The first was to find a family recipe and make it, then share the story. The second was to ask a family member what a game they played when they were your age was and play it with them and share the experience. The third was to ask an older family member about a story in their life that impacted them and then to ponder how that might have had an impact on you and share the experience.

We hit a few set backs on this one, and were ultimately late posting. Our original idea had been to post on Instagram and on the DSN ads on BYU-I campus the few days before Thanksgiving. We were not able to post on the DSN ads, and the Instagram posts were a week late. There was minimal success due to the tardiness, however, in our report on this we were able to suggest a timeline that would allow for a better outcome in future attempts.



Stake Event

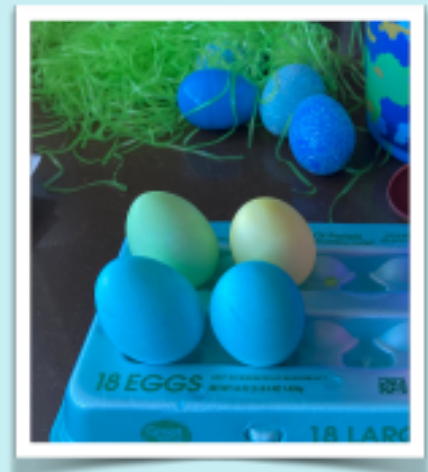
Due to two of our teammates being in Accra, Ghana, we were able to plan and (will) carry out a stake activity there.

They worked closely with a team of local leadership to coordinate an event that promotes not only family history, but also family strength for the young adults in the area. This too had set backs and a learning curve, but an outcome that will (hopefully) lead to more family history involvement. The idea and plan were so inspiring that we designed it in a way that it can be taken anywhere and repeated.

MAKING THEM REPEATABLE

Due to delays and a learning curve we determined to make our final deliverable a presentation that could be used to teach a new set of interns how to do our project again without such delays.

Included in this final presentation was step by step how to's, a timeline and our own examples for both projects. In addition to these we were able to add a few things that may make future versions even more successful. Things such as suggestions for making the social media challenge go viral, and ideas for future challenges.



Beta Challenge Posts

#FamilyHistoryChallenge2023

As a team we posted our own completion of the challenges we designed. On the right are some of our posts.

The results, in data numbers, are not huge.

A google search of the hashtag gives more results for the activities page on which they were posted than for the actual tag.

The likes to the original post are more encouraging with 115 and counting.

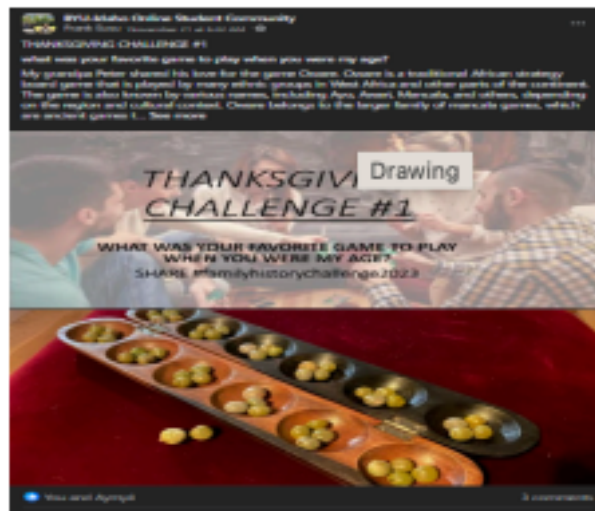
On our beta posts the response was varied. Some had multiple shares, others less involvement. The overall consensus of the team however was that the challenges were so fun we wanted to keep in touch for future challenges so we could be sure to participate.



Adriana Hamstra's beta posts



Anika Hall's beta posts



All other photo credit goes to Anika Hall

Frank Susu's beta posts

