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# BRITISH FAMILY HISTORY AWARENESS INITIATIVE

HOMELAND INITIATIVE 2019



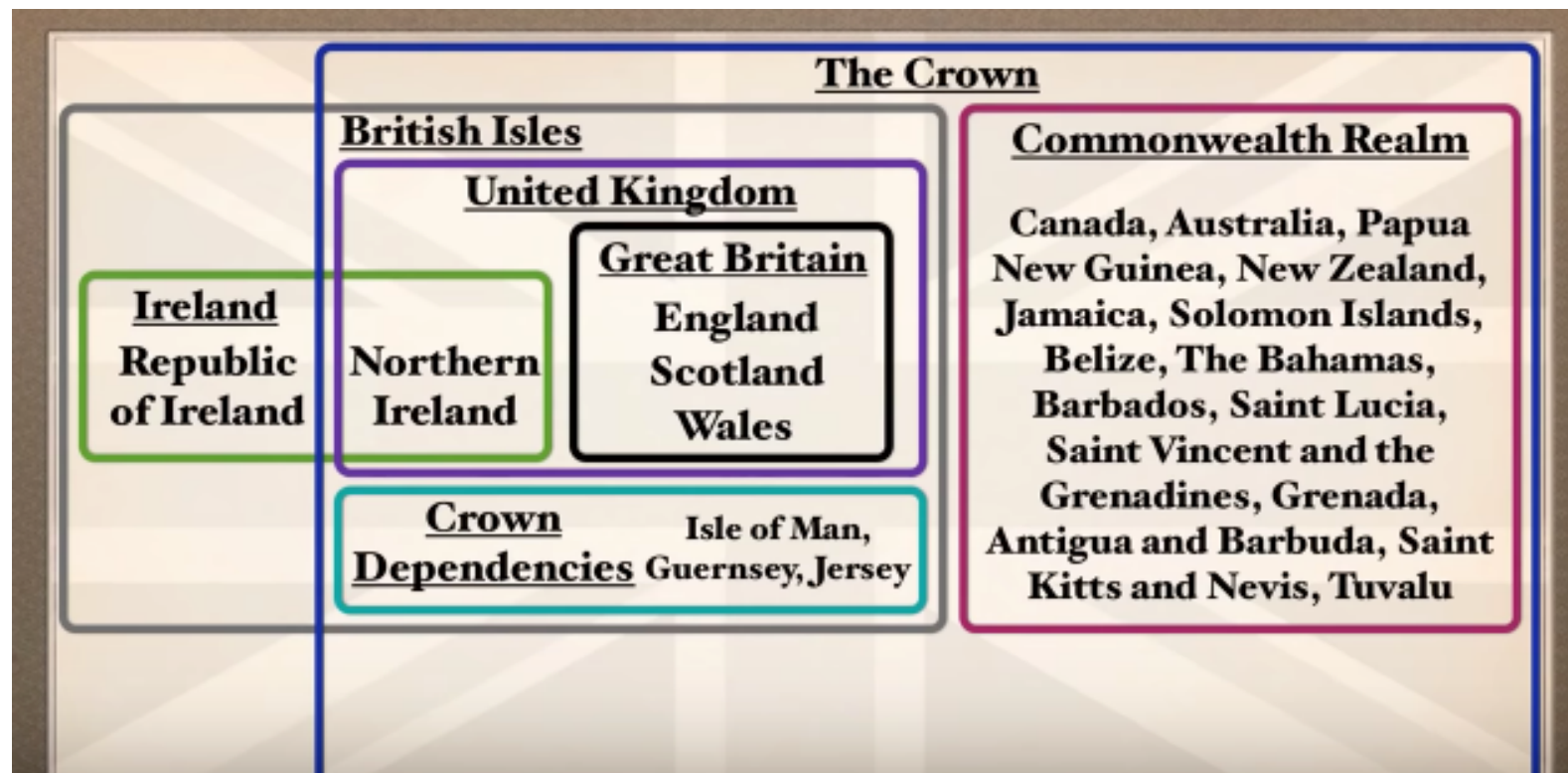
Angelica Lopez

# OUTLINE

- Research
- Goal
- Objectives
- Anticipated Results
- Audiences
- Key Messages
- Messaging Channels/Deliverables
- Timeline
- Risks & Learnings



# RESEARCH: GEOGRAPHY AND SOVEREIGNTY



# RESEARCH: SWOT

## ■ Strengths

- Email
- RootsTech
- Free access to partner sites
- Rich records
- Strong desire to help others

## ■ Opportunities

- Facebook groups
- Hints
- Help Tab
- Digitized image only records
- Discovery

## ■ Weakness

- People changing trees
- No other channel experience
- Misunderstanding on realities of the work

## ■ Threats

- Not caught the vision of the blessings
- Computers are too hard to use
- Don't know who can help them
- Misunderstanding of how family history work can fit into your lifestyle

# RESEARCH:AUDIENCES

- Patrons Beginners

- “All my family history has been done before”
- “It’s very complicated to figure out how to use the website”
- “I don’t know where or how to start”

- Patrons Intermediate

- “People keep messing up my tree”
- “I love the experience of doing an ancestor’s work in the temple”
- “I like helping others find their ancestors and their family history work”

- Consultants

- “We have the best records in the world”
- “People have just not caught the vision “



# GOAL

- Enable British patrons so that they feel capable of connecting to their ancestors through family history work.



# OBJECTIVES

1. **What:** Broaden the definition of family history work, researching and discovery among British patrons.
2. **How:** Enlighten British patrons about the rich record resources they have access to through free FamilySearch resources
3. **How:** Enlighten British patrons about how FamilySearch help resources and RootsTech London are there to support them in their family history work
4. **Share:** Inspire British patrons to share their heart turning moments when they discover ancestors and complete family history work tasks with FamilySearch resources

## ANTICIPATED RESULTS (KIERSTEN)

- Maintain and increase the 330,000 monthly unique visits to FamilySearch.org from the British Isles.
- Maintain and increase the 244,000 monthly visits of the help tab by 3% every month.
- Track the sharing patterns of #FamilySearch on social media from the British Isles.



# WEBSITE UNIQUE MONTHLY VISITORS

## Monthly Unique Visitors



Drop a Segment Here (or any other component)

May 1 2018 - May 24 2019

Line



# AUDIENCES

- Patrons Beginners
- Patrons Intermediate
- Consultants



# KEY MESSAGES, STRATEGIES & DELIVERABLES

BY AUDIENCE

**“YOU CAN DO THIS”**

**SISTER BEDNAR**



# PATRONS: BEGINNERS



## ■ Messages:

### Awareness

- We have the answers you are looking for for all your family history questions. “You can do this”
- FamilySearch and its partners have possibly found your ancestor through this record hint. You can see where the hint leads right now. “You can do this”
- FamilySearch and its partners have access to free records that might have an ancestor you can connect with. Follow the record hint to finish this connection. “You can do this”

### RootsTech

- We can help you discover who you are and where you come from right off your phone or computer in 5 minutes with FamilySearch. “You can do this”

### Share

- At RootsTech London, you can help you discover who you and your family are through this unique and inspiring experience.
- We have a way to share your photos of you doing your family history work with #FamilySearch and the caption “You can do this,” to inspire others to do their family history work on social media.

- **Strategy:** Help patrons recognize how simple and possible family history work is.

- **Channel:** Blog, Email, Social Media

## ■ Deliverables:

- Blog on how uniquely rich British records are and/or another blog on how we are an economical option (**tips on finding your family**)
- Blog on multiple ways to discover on family search related to time “You can do this”
- Blog explaining RootsTech London and why it is unique, RootsTech blog pictures
- Blog explaining how you and your family can discover with new discovery initiative no matter where you are from “You can do this”
- Blog post about help resources
- Email to patrons explaining the landing page and “You can do this” campaign.
- Email to patron about time and discovery
- Email about help resources

# PATRON: EMPTY TREE



- Messages

- By adding to your tree one name, we can connect you with records to find your ancestor.
- By following this hint, we can help you add more names to your tree.
- Who was your favorite aunt (uncle, cousin, grandparent) growing up? Is she/he on your tree?
- By adding two direct ancestor's names on your tree, are (numerical representation) more likely to attach you to your family's story.

- Strategy

Demonstrate how if they add more they get more.

- Channel

Email, Blog

# Awareness

- # Roots | Tech

- ## Share

- **Strategy:** Help patrons realize how simple it is for them to be capable of helping others with their family history work.
- **Channel:** Blog, Email, Social Media
- **Deliverables:**
  - Blog on how uniquely rich British records are and/or another blog on how we are an economical option (**tips on finding your family**)
  - Blog on multiple ways to discover on family search related to time “You can do this”
  - Blog explaining RootsTech London and why it is unique, RootsTech blog pictures
  - Blog explaining how you and your family can discover with new discovery initiative no matter where you are from. “You can do this”
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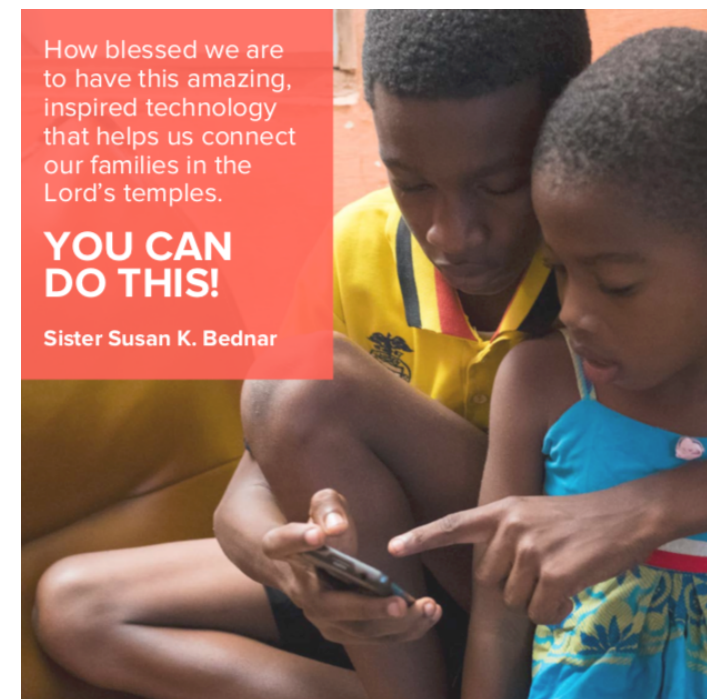
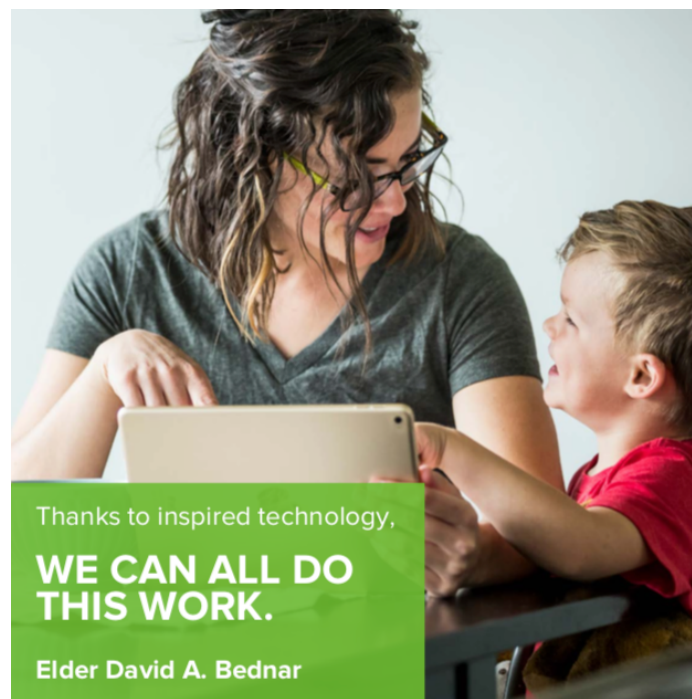
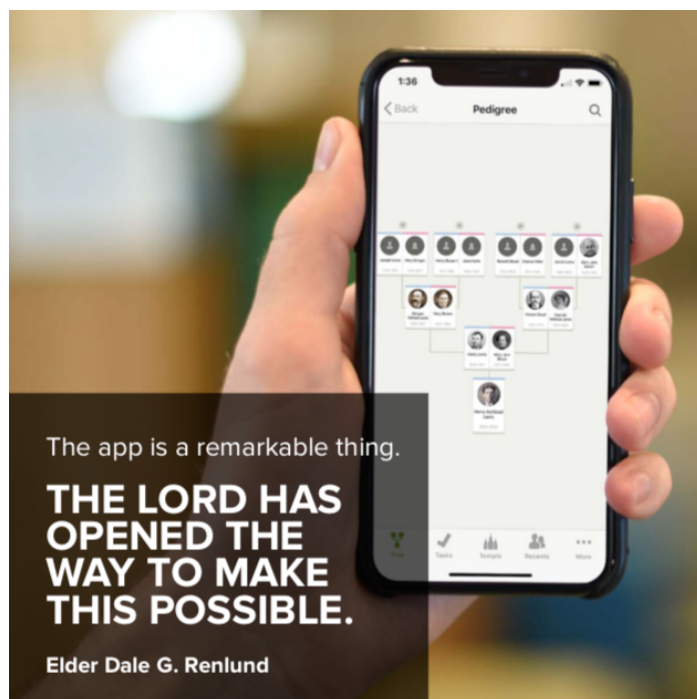
# CONSULTANTS



Awareness RootsTech Sharing	<b>Messages:</b>	<ul style="list-style-type: none"><li>■ We have a hint for you. “You can do this” Your ancestor is waiting to connect with you.</li><li>■ ”You can do this!” And we are here to help you with your calling.</li><li>■ You have free record access as a member to FindMyPast and Ancestry. “You can do this”</li><li>■ We have a resource for you that can help you answer all the family history questions you or your members may have. “You can do this”</li><li>■ We can show you how to Help someone discover who they are and where they came from right off of your phone or computer in 5 minutes with FamilySearch. “You can do this”</li></ul>	<ul style="list-style-type: none"><li>■ <b>Strategy:</b> Inform consultants how uniquely enabled they are through FamilySearch resources in magnifying their calling in the British Isles.</li><li>■ <b>Channel:</b> Blog, Email, Social Media</li><li>■ <b>Deliverables:</b><ul style="list-style-type: none"><li>■ Email to consultants explaining the landing page and “You can do this” campaign, time and discovery, and help resources.</li></ul></li></ul>
		<ul style="list-style-type: none"><li>■ At RootsTech London, you can help you discover who you and your family are through this unique and inspiring experience.</li><li>■ At RootsTech London we can show you how to help your friends and family discover who they are.</li></ul>	
		<ul style="list-style-type: none"><li>■ You can be part of the message by sharing your photos of you doing your family history work with #FamilySearch and the caption “You can do this,” to inspire others to do their family history work on social media.</li></ul>	

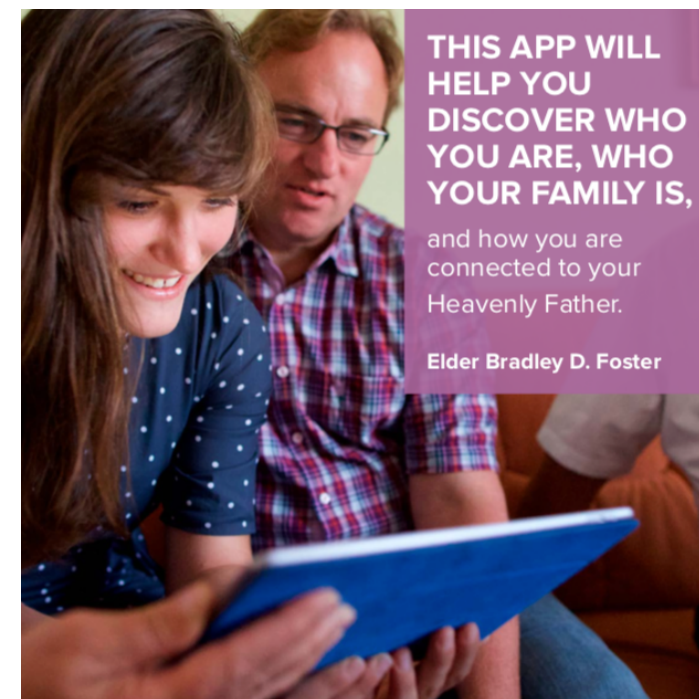
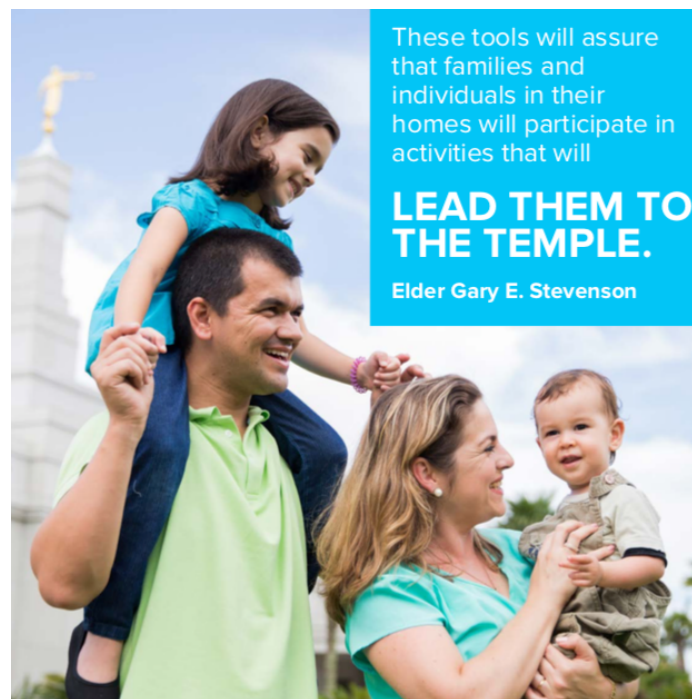


# VISUAL EXAMPLES (LLUVIA CONCHA)





# VISUAL EXAMPLES (LLUVIA CONCHA)



# BRITISH ISLES MESSAGING TIMELINE

ASAP **Phase 1**

June-Sept **Phase 2**

Sept-Dec **Phase 3**

## Preparation of Content

- Strategy brief and creation of blog posts
- Collaboration with blog, email, and social media teams

## Sharing of Content

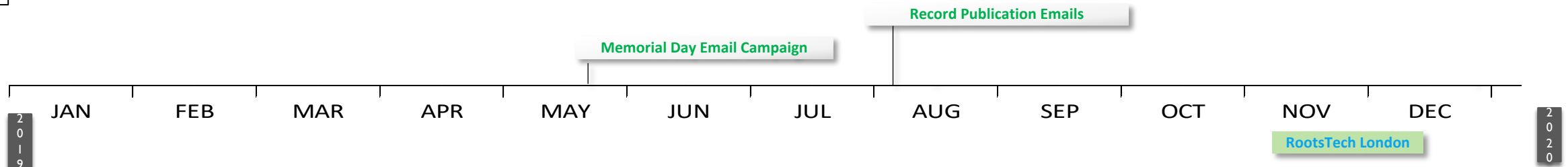
- Send Patron hub page, blog post specific and Help Tab emails
- Send Consultant emails
- Send of social media posts

## Refining

- Tracking and reporting
- Reshare of UGC
- Send of emails that are specific to RootsTech

## SCHEDULE

HQ



Area