



*Clifford C. Olsen, II, Chairman
America 250 SAR*

Compatriots:

I would like to introduce you to a new member of the America 250 SAR Committee, Compatriot Alan See. Alan is an expert in Social Media. He has been recognized by Forbes Magazine as one of the "Top 50 Most Influential CMOs on Social Media." (ranked #6). <https://www.cmotemps.biz/> He had said "Social media communication should be part of the SAR's strategic plan ... not just the 250 Anniversary. Without a solid social networking strategy, our organization is going to die."

He has provided us a great startup plan for our individual Chapters and Societies in our last notice. Communication to our members is important, but so is the communication to the general public. We want people to know who we are, and social media is the best way right now to communicate to the masses.

I hope you have reviewed his plan, and adopted some of it or all of it for your chapter. I know one chapter that is gaining members, because the members are sharing the chapter's posts to know they are in the community, and active. Please share it with your Chapters. A post on my Chapter's new Facebook page, Christopher Casey Chapter SAR, of us presenting a Patriots Day Award, has a post of 10 shares and 2000 reached. Many of which have never heard of the SAR. We are now including the history posts too.

Three members of our committee post daily or almost daily free content that you may share. I post on Facebook in the morning and afternoon at the following addresses, stories and information on the Revolutionary Era, basically from the Stamp Act to 1800:

- https://www.facebook.com/250YearsofLiberty-1346036942197571/?view_public_for=1346036942197571
- https://www.facebook.com/250Years-Americas-Founding-651520161926325/?view_public_for=651520161926325

Darrell Hefly posts items on the actual 250th Anniversary. There are some days when the history cannot be found. His posts may be shared From the Oklahoma SAR site:

- <https://www.facebook.com/groups/452398485753647>

PG Jack Manning sends out a daily email of history. You can let him know you would like it and he will add you to the google groups to receive the daily email.

- Contact him at jack@manning.net.

Thanks for your service to the Sons of the American Revolution.

Cliff



*1011 Boonville Rd., Jefferson City, MO 65109
573.634.8200 cliffordolsen@embarqmail.com*