

Content ideas for family engagement



The following is a collection of shared practices from clients that have found success in family engagement initiatives through the platform and family meetings.

FAMILY PLATFORM





GUESS THE RELATIVE

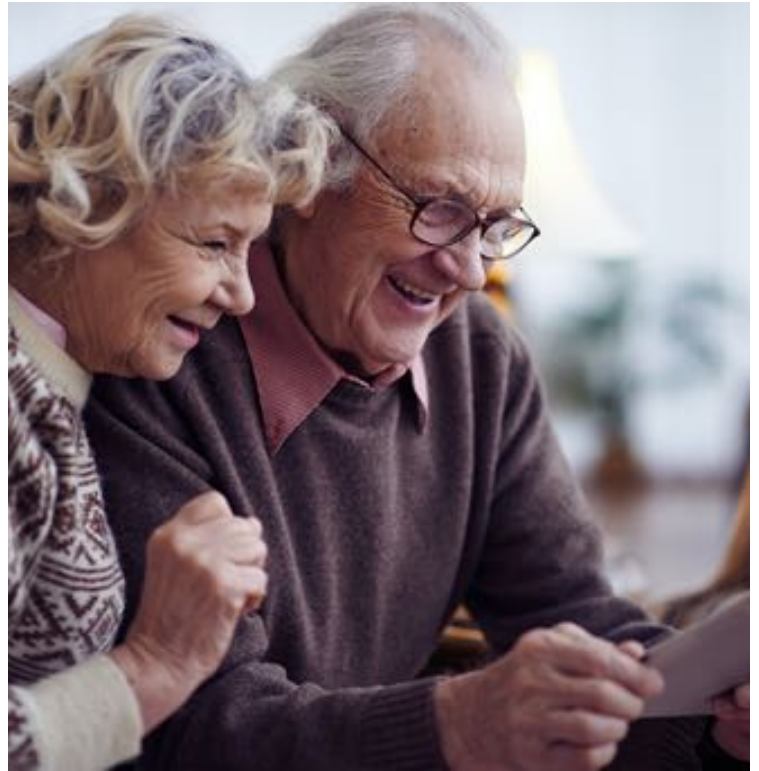
Over the course of a week, post different clues about a family member. The first person to correctly guess the mystery person is the winner. To prepare for this series, collect the clues at a family meeting or just ask people to send them in.

FAMILY COOKBOOK

We all have those special family recipes passed down from generation to generation. Why not make them into a family Cookbook?

Ask people to submit recipes to a shared space on the portal and you will soon have more recipes than you can make. Bonus points if you film grandma cooking her famous cookies!





NEWSLETTERS

A family newsletter can be a living history of decisions and interests of the family. Adding video and media content to these can help, but the main goals are to give updates on family matters and business decisions.

For some families, the editor of this newsletter is even paid to make sure the content is top notch.



HOLIDAY CONTENT

Every holiday is a chance to generate content from family members. Request photos or send out some prompts such as:

- "What's on your Thanksgiving table?"
- "How ugly is your ugly sweater?"
- "What is your Halloween costume?"
- "What's the best April Fools joke you have played, or been fooled by?"

MENTORSHIP PROGRAM

Using the platform to connect family members is extremely easy. Unfortunately, family members sometimes don't know who to reach out to for advice or information.

Create a cheat sheet identifying the areas in which family member work (outside the business or in). Identify their particular interests as a way to promote connection.

You can even search member profiles on the platform to find some of this information on your own.





FAMILY EDUCATION

There are many different areas where education can be emphasized in a family. Figuring out where there are gaps in knowledge is the first step.

Consider surveying the family about the company and the family vision. From the results you will see where you need to educate the family members.

Once you have surveyed, it's time to create an education course. The following steps will help facilitate an education program on the platform.

- Groups that segment the user base appropriately
- Multimedia library containing all the support material required
- Surveys for feedback and knowledge checking
- Searchable profiles for mentorship programs
- Searchable listings for internships



FAMILY INTERNSHIP PROGRAMS

While most family internship programs start in the family office, a great way to help generate content is to have a family intern work on a project. Here are some ideas:

- **Company overview video:** have the intern do a full review of what the company does. This is a great learning experience as well.
- **Feedback interview:** every week or few weeks an intern can do a quick overview talking about what they have been working on.
- **Who's in the office:** as a way to meet people in the office, an intern can do a walk around/interview with people in the office.
- **Event planning:** as they are involved with what's going on in the office, having an intern post the upcoming company and family events can be really helpful.
- **Archives:** if you don't have an archivist, a potentially rewarding project for an intern is to work on the family archives. From photos to documents there is a lot of content to work with.



VIDEO CAMPAIGNS

One family member interviews the other

- Everyone wants to know about the next generation, and they (for the most part) love being on video. Asking members to interview each other is a great chance to make a short 2 minute video. You can even provide the questions to be asked ahead of time.

Personal introduction videos

- For some families, members become full parts of the family at certain ages (14 or 18 usually). Having these members create introduction videos is a great way to meet them. Consider leaving the content up to the person introducing themselves and shoot for 3-6 minutes.

Non-Family board member interviews

- For some families with company boards, there can be a few or many non-family board members. These are probably people who the family knows little about. Consider producing a quick 3-5 minute interview with each new board member covering their interests, opinions and previous experience.

Video Documentary

- Family meetings are a great opportunity to start this initiative, since everyone will be in the same place. Do quick one minute interviews with family members asking questions about history, what the family means to them, and how they want to get involved. The best part is that these individual interviews can be used separately throughout the year as interesting content.

Family council meeting minutes

- Many families will put their meeting minutes up on the platform so that family members can see what has been talked about at a recent meeting. Unfortunately, these don't get read that often because they can be slightly overwhelming. Have a member of the board do a quick 3 minute synopsis of what was talked about and any decisions that were made.

Quarterly company overview

- Having the chairman of the board give a short overview of the past quarter is a great way to keep all family members in the loop about the business. It also creates a sense of transparency which is really important in family business.



TREASURE HUNT

Have things for people to find/need to do; the first person to complete all the tasks gets a prize (or is entered in a prize pool). This is a great way to give people a walk through of different parts of the site. Consider these things someone might need to do:

- Respond to an event
- Edit their profile
- Upload a photo
- Message the admin



PHILANTHROPY

Maybe your family has a foundation or maybe not. Regardless, there is a high chance that family members are involved in some way in philanthropy. So ask family members what they are involved in and follow up with photos on the platform. It's not bragging and other family members might even get excited about something another member is doing.



FAMILY MEETINGS





DRONE SNAPSHOTS

Drones are a great way to get a new and unique view on your family meetings. Consider taking a family photo from a drone or record a tennis match between cousins.

Disclaimer: one family had a drone that crashed! Be careful who is flying it!



HISTORY

FAMILY TIMELINE

Family timelines are extremely important to understanding the history and decision making of past generations. Start early and record as much as you can! Consider putting a bunch of tables together and drawing/writing out the family history on a timeline.



PEDOMETER CHALLENGE

Running competitions at family meetings is always a great way to get people involved. Consider using a pedometer (fitbit or similar) as a giveaway and running a competition to see how far someone can move over the course of the meetings. You might be surprised who wins first place.



SPEED DATING

Do you really know what everyone in the family is doing or is passionate about? Over the course of a dinner or lunch, try doing some speed dating where every few minutes people change seats. You can put up questions to be discussed, or just let people come up with their own subjects.

TALENT SHARING

Talent shows at a family meeting can be a great chance to learn something about your family members, as well as being a great laugh. If your family is a bit shy, have people take pictures of their hobbies, or record samples of music and share them over dinner.






NEW MEMBER ORIENTATION

Making sure that new members (however it is your family defines that) are included is critical. Consider having a company/family overview for new members as well as a couple cheat sheets which could be referenced while in a meeting or at home.



FAMILY SELFIES

Setting up a location at a family meeting where people can get photos taken (silly, serious or somewhere in-between) can really help bring life to a family portal. You can rent a photo booth like in a carnival, or just have a member with their phone running around taking pictures.



“IF YOU WANT TO
GO QUICKLY, GO
ALONE. IF YOU
WANT TO GO FAR,
GO TOGETHER.”

AFRICAN PROVERB