



Council of Scottish Clans & Associations

Advancing Scottish Heritage Societies through Service, Education, and Advocacy

COSCA Communications Chairman Report for May 2025

Barry Robert (Bart) Forbes

May 16, 2025

Overview: January 1 to May 16, 2025

In the period of January 1 to May 16, 2025, the Communications Chairman has posted 8 public blogs, added 4 members-only articles in the Members Only section of the website, expanded the COSCA clearinghouse of information, added 17 additional Society News items, distributed 5 *COSCA Updates* which are opened by an average of over 500 people each month, increased COSCA's audience on social media (11% on Facebook and 47% on Instagram); launched the Future of Scottish Heritage Community Project with requests sent to over 200 contacts; and directly communicated with additional individual representatives of 40 Scottish heritage societies, 3 businesses, and 19 individuals.

A. Public Blogs

During this period, COSCA has published eight (8) blogs:

- 5/13/2025 [Keeper of the Sporrán: Financial Controls and Investment Strategy](#)
- 4/30/2025 [COSCA Debuts QR Banner to Connect with Clan and Family Societies](#)
- 4/13/2025 [Clan Buchanan GEDMatch Project](#)
- 3/21/2025 [Raising Your Banner: Building Awareness through Paid and Earned Advertising](#)
- 3/9/2025 [Inside the Search for a Chief: Clan Logan Society Holds Candidate Forum for Commander](#)
- 1/28/2025 [Running Smoothly with Standard Operating Procedures](#)
- 1/19/2025 [SNACC 2024: Scottish Heritage Societies: Youth Engagement](#)
- 1/19/2025 [SNACC 2024: Highland Games & Festivals: Challenges & Successes](#)

B. Member Services

Four detailed resources were added to the organizational members-only [Members Services](#) section of the website that assist Scottish heritage societies in improving their management, communications, and more:

- [Running Smoothly with Standard Operating Procedures \(SOPs\)](#)
- [SNACC 2024: Meeting the Challenges of Scottish Heritage Societies](#)
- [SNACC 2024: Scottish Heritage Societies: Youth Engagement](#)
- [SNACC 2024: Highland Games & Festivals: Challenges & Successes](#)

C. Clearinghouse

The COSCA Clearinghouse on the website now includes twelve (12) databases, including Associations (now 161 up from 159), Chiefs (171), IRS Clan Societies (153), Clans and Families (343), Clans/Families Facebook Pages (151), Games (now 177 up from 165), Lifetime Memberships (70), Society News (now 186 up from 167), Scholarships (58), Local Societies (152), Surnames (now 11,177 up from 11,102, and Scottish Law (33). COSCA now provides a listing of Clan and Family Gatherings in Scotland. Currently, 37 Gatherings are listed, up from 33.

D. Society News

Every month, the Communications Chairman scans over 200 Facebook pages and society websites in order to research news items from clan and family societies, local Scottish heritage associations, and games organizations. As a result, 17 additional [Society News](#) items were posted during this period. (See Appendix A.) This not only keeps COSCA informed of the activities of current and potential members but also demonstrates our keen interest and support of these groups. COSCA now receives news items directly from these organizations.

E. COSCA Updates

In the beginning of each month, the Communications Chairman compiled and distributed an e-mail newsletter called “[COSCA Update](#):”

	<i>Opened</i>	<i>Clicked</i>	<i>Site Sessions</i>
• COSCA Update: May 2025	513	97	120
• COSCA Update: April 2025	494	64	58
• COSCA Update: March 2025	505	45	70
• COSCA Update: February 2025	503	66	59
• COSCA Update: January 2025	526	91	71

F. Social Media

During this period, the Communications Chairman wrote and distributed 9 public Facebook posts and 9 Instagram posts. During this period, COSCA had a cumulative reach of over 369 people on Instagram and over 2,244 on Facebook. The Instagram account now has 354 followers, up from 241 followers in December 2024, an increase of 47%. COSCA Facebook posts have generated a total of 1,491 followers, up from 1,345 followers in December 2024, an increase of 11%. For more details, see Appendix B: COSCA Facebook and Instagram Posts.

G. Website Audience

During this period, the COSCA website attracted 11,620 users and 126,378 views. The most visited pages were the Surname search page (16,936 views from 3,639 users), Find My Clan (9,350 views from 3,899 users), the Clan Map (4,098 views from 2,622 users), and the COSCA homepage (3,150 views from 1,558 users.) Of the total users, 7,575 (65%) came from organic searches (such as Google), 2,943 (25%) from a direct link (such as the QR code), and 305 (2%) were acquired from social media (such as Facebook). See Appendix C: Google Analytics.

H. Outreach

The Communications Chairman has reached out to Scottish heritage societies in several ways. He has donated to or joined nine clan & family societies, specifically those representing Forbes, Stewart, Campbell, Buchanan, Morrison, Irwin, Burnett, Bell, and Logan. He is currently engaged with seven Group Chats: Maclean, Scott, MacQueen, Clans of Scotland, Donnachaidh, Ewing, and Logan. The Chairman of the Clan Irwin Association invited him to participate in its Annual General Meeting on April 26. He presented a brief overview of COSCA Communications Projects from 2024 and an update on current projects. The meeting was very productive for COSCA since two prospective Organizational Members were identified (MacKay and Fiddes), the Treasurer agreed to write a finance blog, a member agreed to participate in the Future Project, and contacts were made regarding a future blog on the involvement of the National Trust for Scotland with clan and family societies.

I. Personal Communication

Personal communication is critical for building relationships with current and potential members, and with the general public. The Communications Chairman personally communicated with individual representatives of 40 Scottish heritage societies, 3 businesses, and 19 individuals. (See Appendix D: Personal Communications: Scottish Heritage Societies.) Communications covered these broad topics, excluding follow-ups:

• Access to Members Only	8
• Advice & Suggestions	4
• Blog Ideas & Follow-up	9
• Clan Database	4
• Games Database	9
• Gathering Database	1
• General Inquiry	11
• Membership	11
• News	3
• Offer	2
• Society Database	1
• Tartan Day	3

J. Leadership Guide

The Director of Communications has compiled all the articles for the guide and is currently working on the layout and illustrations. One key section on finance and investment was provided by the Treasurer of the Clan Irwin Association.

K. Future of the Scottish Heritage Community

The Future of the Scottish Heritage Community Project was launched during this period. On March 9, emails were sent to over 200 contacts for current Organizational Members. See the letter in letter Appendix E. As a result, six individuals were interviewed and video-recorded from societies representing Irwin, Bruce, Logan, Scott, Forbes, and Oliphant. These will be edited down to 30-second videos.

L. Clan QR Banner

At the March 2025 Sherman Celtic Festival and Games in Texas, the Communications Chairman debuted the new banner of Quick Response (QR) codes that link to 140 surnames association with clan and family societies. The banner became a big hit with festival goers who wanted to connect with their Scottish heritage. Mary Erwin, Chairman of the Clan Irwin Association and COSCA Regional Commissioner for the Gulf States, also displayed the banner at 2025 Scottish Tartan Festival in Minden, Louisiana. The banner was also unfurled at the 2025 Colorado Day Festival hosted by Robert Heston, author of the book "Scottish Clans and Their Associated Families." See Appendix F.

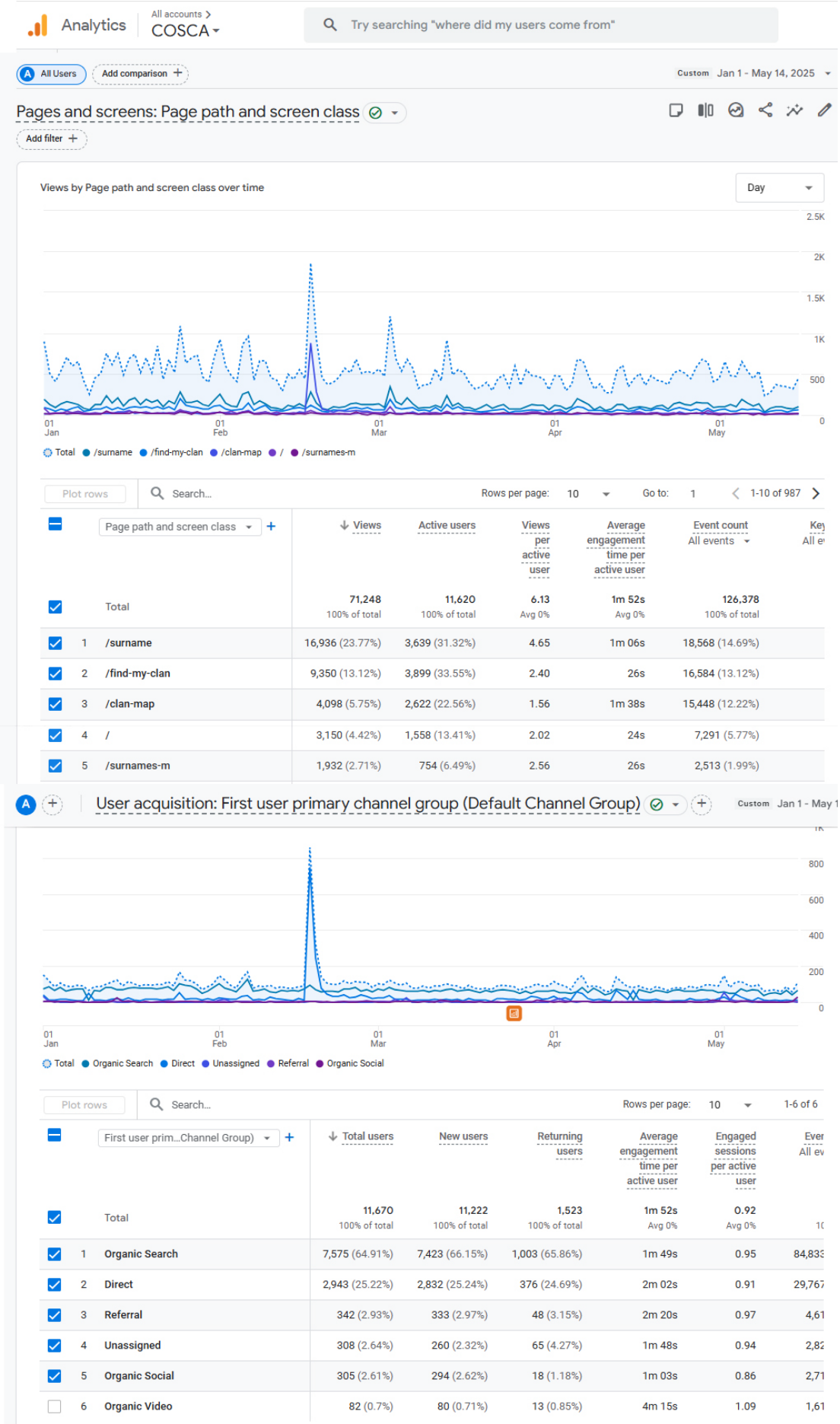
Appendix A: Society News

- 01/10/25 [Lord Lyon Matriculates Arms of Chief of the Name and Arms of Irving of Bonshaw](#)
- 01/23/25 [Chief of Clan Elliot will be 2025 Chief of the Greenville Scottish Games](#)
- 01/26/25 [Clan Carmichael USA Opens New Online "Corner Shop"](#)
- 02/02/25 [Clan Logan Society International Genealogist Raises Funds through Marathon](#)
- 02/04/25 [ChicagoScots Offers Forum on "Jacobitism and Cultural Memory, 1688-1820"](#)
- 02/14/25 [DNA Analysis of Clan MacLeod Paper Published](#)
- 02/21/25 [Clan MacKinnon Awards Grant to South Skye Community Campus](#)
- 02/26/25 [Clan Forbes Society and Clan Chief in French Documentary on Scotland](#)
- 03/20/25 [Clan Mackay Society Scotland Launches Women's Collective](#)
- 03/24/25 [Lord Lyon Recognizes New Chief of the Name and Arms of MacEwen.](#)
- 03/26/25 [Clan Donald Lands Trust to Sell Armadale Castle](#)
- 04/01/25 [Petition Started to "Stop the Sale of Armadale"](#)
- 04/05/25 [John W. Gunn of Gunn Formally Inaugurated as Chief](#)
- 04/06/25 [House of Gordon USA Announces 2025 Scholarships](#)
- 04/13/25 [Clans and Scottish Societies of Canada \(CASSOC\) now Scots of Canada](#)
- 04/24/25 [Guthrie Heritage Organisation Becomes Owner of Guthrie Kirk](#)
- 04/25/25 [Clan Logan Society International Announces Selection of Commander-Elect](#)

Appendix B: COSCA Facebook and Instagram Posts

Title	Date published	Reach	Likes and reactions
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ... Photo ·  scottishsocieties	Wed May 14, 9:41am	17	1
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ... Photo ·  Council of Scottish Clans & Associations	Wed May 14, 9:41am	58	2
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ensure... Photo ·  Council of Scottish Clans & Associations	Wed May 14, 9:41am	2	1
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and ... Photo ·  scottishsocieties	Wed Apr 30, 2:12pm	79	7
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and Associ... Photo ·  Council of Scottish Clans & Associations	Wed Apr 30, 2:12pm	1	0
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and ... Photo ·  Council of Scottish Clans & Associations	Wed Apr 30, 2:12pm	256	15
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatc... Photo ·  scottishsocieties	Sun Apr 13, 11:00am	42	3
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatch. Uni... Photo ·  Council of Scottish Clans & Associations	Sun Apr 13, 11:00am	2	0
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatc... Photo ·  Council of Scottish Clans & Associations	Sun Apr 13, 11:00am	185	4
 This month, COSCA provides advice on building awareness through paid and earned advertising. ... Photo ·  scottishsocieties	Wed Mar 26, 3:42pm	46	3
 This month, COSCA provides advice on building awareness through paid and earned advertising. ... Photo ·  Council of Scottish Clans & Associations	Wed Mar 26, 3:42pm	373	11
 National Tartan Day events are now listed for 2025! See: #scott... Photo ·  scottishsocieties	Wed Mar 12, 3:20pm	114	19
 National Tartan Day events are now listed for 2025! See: https://www.cosca.scot/tartan-day Photo ·  Council of Scottish Clans & Associations	Wed Mar 12, 3:20pm	1	1
 National Tartan Day events are now listed for 2025! See: #scott... Photo ·  Council of Scottish Clans & Associations	Wed Mar 12, 3:20pm	932	18
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a ... Photo ·  scottishsocieties	Sun Mar 9, 10:52am	71	6
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a moder... Photo ·  Council of Scottish Clans & Associations	Sun Mar 9, 10:52am	1	0
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a ... Photo ·  Council of Scottish Clans & Associations	Sun Mar 9, 10:52am	440	10
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedures (S... Photo ·  Council of Scottish Clans & Associations	Tue Jan 28, 2:21pm	1	0
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedu... Photo ·  scottishsocieties	Tue Jan 28, 2:21pm	54	4
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedu... Photo ·  Council of Scottish Clans & Associations	Tue Jan 28, 2:21pm	200	6
 The Scottish North American Community Conference (SNACC) in December 2024 brought togeth... Photo ·  scottishsocieties	Sun Jan 19, 2:33pm	60	4
 The Scottish North American Community Conference (SNACC) in December 2024 brought together som... Photo ·  Council of Scottish Clans & Associations	Sun Jan 19, 2:33pm	2	0
 The Scottish North American Community Conference (SNACC) in December 2024 brought togeth... Photo ·  Council of Scottish Clans & Associations	Sun Jan 19, 2:33pm	363	9
 The Scottish North American Community Conference (SNACC) in December 2024 brought together som... Photo ·  Council of Scottish Clans & Associations	Sun Jan 19, 2:27pm	2	0

Appendix C: Google Analytics



All Users

+ User acquisition: First user primary channel group (Default Channel Group)

Custom Jan 1 - May 14, 2025

Views by User acquisition: First user primary channel group over time

Day

Legend: Total, Organic Search, Direct, Unassigned, Referral, Organic Social

Plot rows

Search...

Rows per page: 10

Go to: 1

1-6 of 6

Appendix D: Personal Communications: Scottish Heritage Societies

- American Heritage Festival
- American Scottish Foundation
- Campbell Society of NA
- Carroll County Celtic Festival
- Clan and Family of Carruthers
- Clan Bell North America
- Clan Buchanan Society International
- Clan Campbell Society
- Clan Donnachaidh
- Clan Elliot Society USA
- Clan Farquhorson USA
- Clan Grant International
- Clan Hannay USA Branch
- Clan Irwin Association
- Clan Kidd Society
- Clan Logan Society
- Clan Mackay Society of the USA
- Clan MacKinnon Society
- Clan MacNicol Society
- Clan Morrison Society of NA
- Clan Oliphant
- Clan Somerville Family Association
- Eugene Scottish Festival
- Fergus Scottish Festival
- Fergusson Society of NA
- House of MacAlpine
- Kalamazoo Festival & Highland Games
- Learned Kindred of Currie
- Leslie Global Diaspora Foundation
- Ohio Public Library
- Port City Highland Games
- Scot's Charitable Society
- Scots of North Georgia
- Scottish Games - Peachtree City GA
- Sedalia Celtic Festival & Highland Games
- South Bay Scottish Society
- St. Andrew's Society of Pittsburgh
- Tallahassee Highland Games
- Tartan Day Event in San Diego

Appendix E: Future of the Scottish Heritage Community Project Email

From: cosca@bforbes.com <cosca@bforbes.com>
Sent: Sunday, March 9, 2025 2:51 PM
To: cosca@bforbes.com <cosca@bforbes.com>
Subject: COSCA: Future of the Scottish Heritage Community

Thank you for your support of the Council of Scottish Clans and Associations (COSCA)!

One of the greatest concerns I'm heard from our organizational members is the need to recruit younger people into leadership positions for Scottish heritage societies.

With that in mind, I would like to produce a series of videos with people under thirty years old who are engaged in the Scottish heritage community. This series on "The Future of the Scottish Heritage Community" would be 30- to 60-second videos posted on the COSCA YouTube channel and shared over social media.

I ask your assistance in providing me with the names and email addresses of young people that you recommend as good spokespeople for your organization and the community as a whole. Please share this note with other people in the field.

Please let me know if you have any questions or if I can assist you in any way.

Grace Me Guide

- Bart



Barry Robert (Bart) Forbes

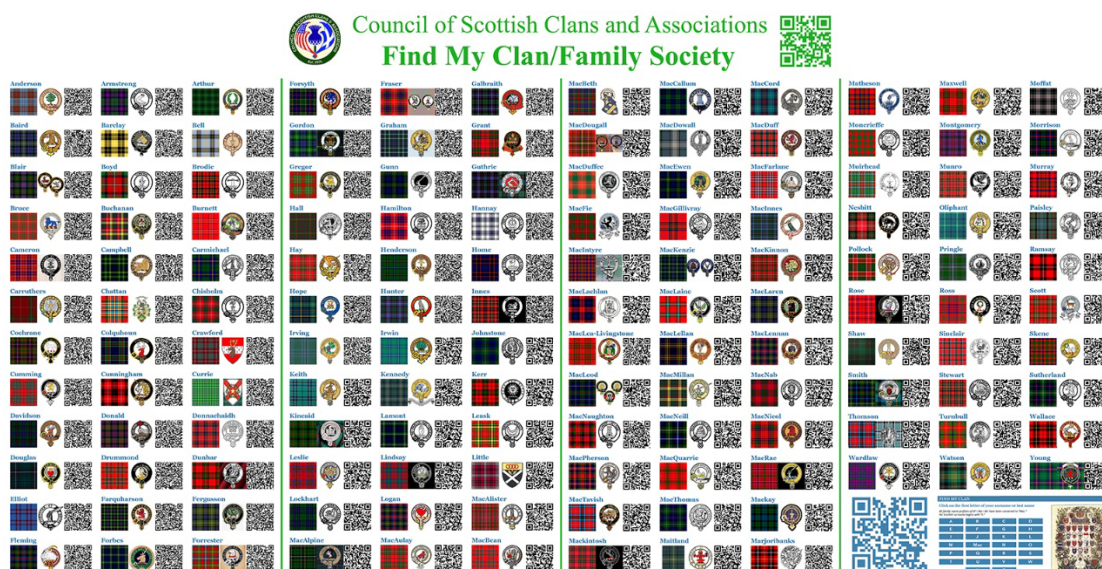
Communications Chairman
Council of Scottish Clans & Associations
www.COSCA.scot
www.facebook.com/ScottishSocieties/
www.instagram.com/ScottishSocieties/



President
Clan Forbes Society, Inc.
www.Clan-Forbes.org
www.facebook.com/ClanForbesSociety
[Clan Forbes YouTube Channel](#)



Appendix F: COSCA Clan QR Banner



Left: Norman Mackenzie Forbes IV, Treasurer of the Clan Forbes Society and Convener for North Texas with Clan Banner at the 2025 Sherman Celtic Festival and Highland Games in Sherman, Texas. Right: Mary Erwin, Chairman of the Clan Irwin Association and COSCA Regional Commissioner for the Gulf States. with Clan Banner at 2025 Scottish Tartan Festival in Minden, Louisiana



Left: COSCA display of the Clan Banner at the 2025 Colorado Day Festival hosted by Robert Heston, author of the book "Scottish Clans and Their Associated Families." Right: COSCA display at Albuquerque, NM, event in May 2025.