About the O'Malley Clan

The O'Malley Clan Association is an official member of the Clans of Ireland and has been reaching out to O'Malleys for 63 years.
Every year, the clan inducts a new chieftain. The current chieftain is Sarah O'Malley-Kelly.
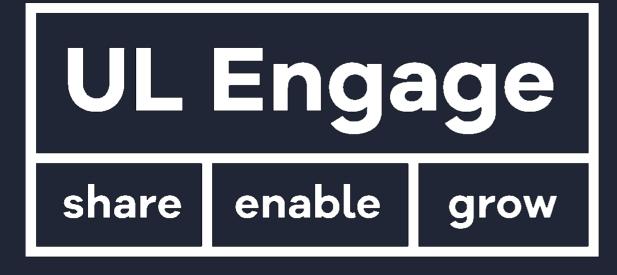
OUR CONTRUBITION

Census Information
Estimates of population were gathered using multiple databases and accessing public records. This allowed for a better understanding of the breadth of the O'Malley diaspora; for example, there are an estimated 236,000 O'Malleys who may reside in the US alone. Using this data gives the Association a better understanding of their goals and the task of outreach ahead.

Social Media Campaign
Both the clan Facebook and Twitter accounts were evaluated for effective content. The verification process was researched and implemented, if possible, for both accounts in order to provide credibility. Additionally, feedback was given on the O'Malley Clan Association website, both in terms of media and content.

Public Outreach
An email campaign was built and tested using pre-existing international contacts in order to begin the outreach process--which has long term potential. In addition, a survey was built into the campaign that allows interested O'Malleys from around the world to connect back with the clan. This survey streamlines the information needed to maintain contact and build genealogy, while also giving O'Malleys the chance to share their stories.

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O'MALLEY CLAN ASSOCIATION
TERRA MARIQUE POTENS
ÓMÁILLE

Moving Forward
The Plan Ahead

Archiving the Rich Narrative History
In 2018, newsletters containing stories involving O'Malleys will be free for public access. This is to encourage the sharing of stories and to generate interest in these narratives.

Engaging with the Community
Social media and surveys will continued to be used to maintain contact with the community. As the community continues to grow, additional platforms such as regional Facebook groups will be used foster a more connected environment.

Community Partners : Denis O'Malley and Brendan O'Malley

Community Students: Tailor Dolgin and Conor O'Riordan