

Patterns in Masonic Social Media

I have spent a fair bit of time on social media. It's not something that I'm really proud to admit, but it is just a fact. And since becoming a Mason, I have fairly deeply explored the different social media accounts that are available online related to Masonry.

What I want to do here is abstract up a bit. Not to take a side on any issue, and not to comment on any individual brother, but to look at how the craft talks about itself in modern media. Because the accounts sort themselves into patterns, and the patterns tell you which arguments inside Masonry are alive right now. The men who are loudest online are arguing about the things we haven't settled. I'm not here to take a position on those fights, but to show you what they say about the Craft in 2026.

Venue

Many take for granted that most Masonic social media is on Facebook, and in a sense they're right, and in other ways they're very wrong.

Facebook's population skews older, and it is where the most discourse is and where the most formal discourse is. If a grand lodge or a lodge says anything official on social media, it's probably going to come through Facebook as a channel. When grand lodges get concerned about people keeping their passions within due bounds, they usually mean Facebook.

Yet Facebook skews so much older that most of the most interesting things in Masonry are not happening there. Younger Masons know that's where you go if you want a grumpy past master to complain about something. Facebook is also full of the "well actually's." One brother will say something, and then older brothers will jump in to "well actually" him, telling him he's missed an important point, has misunderstood, or should go read more elsewhere before he speaks. This tends to dampen discussion to the point where only the least interesting topics like event announcement ever surface.

Facebook just isn't where younger members are already talking to their friends, so they don't spend much time there. We still have brothers from the baby boom who learned digital technology later in life, Gen X who grew up alongside it, and millennials and younger who have never known anything else. We tend to think of the internet as baked into society, but inside Masonry it is still an innovation for a real share of the membership, and that shows up in which room each generation chooses to stand in.

Everything else is very spread out. X, Instagram, YouTube, TikTok, and Reddit are the primaries, plus a host of others. None of them is really bigger or more powerful than the rest. The division is basically official Masonry on Facebook versus everything else. Each platform

offers something different, but the accounts themselves cluster into recognizable types, and I'll take them roughly in order from the most affirming toward the most hostile.

The Evangelists

These tend to be newly made master masons who are unbelievably supportive of the craft and are basically on a mission to tell everyone how great Freemasonry is. They're usually careful to say they're not trying to convert, but they're also so positive about the craft it would be hard for others to see it as anything but.

What I notice from this is that Freemasonry is still delivering a powerful first experience to the men who go through it, or these accounts wouldn't exist. Even at maximum enthusiasm, they hold the line on solicitation. The prohibition has been internalized well enough that the most excited men in Masonry still stop short of asking.

The Lodge Brothers

These guys don't really post discussions or questions, but they're running the social media accounts for their lodge, and post very regular things like announcements about upcoming events, pictures from degrees, and various kinds of advertisements for issues of local concern. They get very little engagement, but use it like one would use a lodge website.

From this segment, you get a feel for how similar Freemasonry is in many different places. A degree photo from three states away looks like a degree photo from your own lodge. Ironically, because Lodge Brothers spend most of their time in person with their lodges, they tend to have the smallest accounts. They're some of the most common accounts and simultaneously some of the least heard.

The Education Crew

These are accounts, individuals, and groups that are explicitly focused on Masonic education. They're very similar to our philosophical night, our upcoming conference in September, and so on. They don't argue about Masonry. They focus on any and all topics under the sun to try to go deeper and uncover more information on what's behind the craft.

The size of this group is its own piece of evidence. There is a real appetite among Masons for content that goes past the business meeting, and enough of it that men will build audiences serving it.

The Frustrated Loyalists

You'll know these accounts by how much they love Freemasonry and how sad they seem about it. They often talk about the membership decline, and about how Freemasonry has lost its way and hasn't upheld its own standard of ritual proficiency, esoteric instruction, and brotherhood. They call for a return to the true meaning of Freemasonry. A common thing you'll hear on these channels is that men want to feel like there's more to lodge than just opening, paying the bills, reading the minutes, and going home. Traditionally observant masons often fall in this category.

This is the clearest signal in the whole landscape. These men experience the decline as a loss of meaning rather than a loss of numbers, and they are describing an argument the craft is having with itself about what a lodge meeting is for.

The Debunkers

These kinds of accounts tend to be very deep on history and ritual, and have studied a lot. They're not so interested in teaching you anything. They're interested in going after other people who have made mistakes. The debunker delights in the "well actually" post that lets him show off his historical knowledge while he dismantles someone else's.

What's interesting is that the debunker tends to be much younger than the grumpy past master you'll run into on Facebook, and carries exactly the same posture. The instinct to use Masonic knowledge as a way of ranking yourself against another brother has made the jump across the generational divide intact, and it seems to be a habit the craft transmits rather than one a particular age group happens to have.

The Drama Llamas

What I call the drama llamas are a group of brothers who really relish talking about the spicier and more controversial aspects of Masonry. They'll take up discussions like whether lodges should admit trans men, whether mainline lodges should reconcile with the Grand Orient of France, whether adding the third degree was an innovation. They're very passionate, opinionated, and always ready to jump in with a take on everything. They love the political and gossip elements of Masonry, and will cover disagreements, expulsions, and charter pulls in different jurisdictions.

A few of them I've seen get in fights of their own. I'm aware of two masons I considered drama llamas in another state who were expelled from their grand lodge. I cannot speak to all of the reasons, but my best guess is that someone got tired of them airing their piques and quarrels publicly. Which they very much continued to do after being expelled, since that's just about the most dramatic thing that could possibly happen.

Read past the heat and these accounts function as a list of the questions the craft has not resolved. Nobody generates engagement arguing about settled matters. The expulsions point at a second unresolved question sitting underneath the first, which is how much of a family disagreement is allowed to happen in public.

The Antimasons

There's also a segment of complete nuts and crazies mixed into Masonic social media. In past articles I've written about the Taxil hoax, and usually the antimasonic message is some tired rehash of it. It starts off as scandalous and unbelievable, and sometimes they're effective at convincing people that Masons might be evil. But by and large, they appear to be people with personality disorders taking it out online.

This group doesn't actually worry me that much. They rarely convince large numbers of people that there's anything wrong with Masonry, and they're quite good at convincing people that they're nuts. The durable fact here is that a hoax exposed as a hoax in 1897 is still the engine of most antimasonry, which suggests nobody has built a better one since.

Who Travels With Whom

The types don't sit alone, but the ways they pair up tells us things as well.

The Education Crew and the Frustrated Loyalists travel together almost constantly. One group is sad about the shallowness and the other is doing something about it, and the same names turn up in both places.

The Drama Llamas and the Debunkers both love to fight the Antimasons and tell them how wrong they are. Due to the perverse incentives of social media on views and engagement, the more they fight, the more attention flows to both sides. Drama llamas and antimasons in particular are basically made for each other, and actively rewarded by how the platforms work.

The Lodge Brothers travel with nobody. They are the largest group by count and they connect to almost none of the others, which is roughly the same shape their offline Masonry takes.

The Enthusiasts will travel with anyone, and because they're so new, Enthusiast accounts end up growing into one of the other types later (like Frustrated Loyalist or Education).

What It Adds Up To

After a few years of watching this, I'm not very convinced that any of it helps Masonry grow. Plenty of people discuss having an interest in Masonry online. Social media might be helpful in getting a man to think about it. But Masonry is so much of an in-person sport that at best it nudges someone to get in touch, and the rest is on the local lodge to carry.

What the online craft does reflect is the offline one. Every type in this field guide is a type you can find in a lodge room. The evangelist, the quiet secretary, the education officer, the past master who is sad about what he's seen, the brother who knows the most history and wants you to know it, the brother who has a strong opinion about the grand lodge. We lecture one another

to keep our passions within due bounds, and we should, and none of that exempts us from being regular guys.

So social media isn't really good or bad for Freemasonry in my opinion. It's a big mix of both. Modern people on the internet have developed very high levels of skepticism and distrust, so someone who reflects poorly on the craft doesn't necessarily sour a person, and someone who reflects very well on the craft doesn't necessarily attract anyone. It's all just more content for the infinite scroll. The fight online is for attention itself, and that competition is extremely fierce. It's worth knowing which fight we've entered before we decide whether we're winning it.