



GUIDE:

Social Media Storytelling

What is social media storytelling?

Social media storytelling is a way of sharing information about you, your organisation, your members on social media platforms in order to:

- Promote your events and activities
- Share information and insights
- Reach out for answers or support
- Introduce your people
- Sell a product or service
- Recruit volunteers

Why social media storytelling is so powerful

Storytelling has psychological superpowers which make it a powerful marketing tool:

- **Emotion:** When you hear a story and feel a personal connection. While hearing a story, many more areas of your brain activate and become engaged. That's why telling stories raises personal connections and deeply emotional attachments better than facts.
- **Action:** The connection and emotion that stories arouse don't just pull on our heartstrings; they can influence our behaviour substantially.
- **Value:** Stories trigger emotions, sympathy, and actions. More than that, stories have a substantial influence on our perceiving the value of something. Community groups can add more value to their activities with invented stories.
- **Memory:** Storytelling is embedded in our culture, engraved in our hearts, and therefore, has a connection with our memory. Stories cause us to memorise things and keep them in our long-term memory.

How to create your content plan for social media?

- When you **have a plan**, you are more likely to action what you need to do
- Write down your key messages – split them into pillar topics e.g., **promotion, advocacy** and **community**
- Then write down **3-5 messages** per pillar topic
- Set a schedule for your social media each week

Weekly Calendar Sample

Day	Time / Frequency	Content	Channel
Monday	11:00am	*Live Show Teaser (1-min)	Facebook, Instagram, Twitter, LinkedIn
Tuesday	11:30am	*E-zine Takeaway / subscribe CTA Show Quote Graphic	Facebook, Instagram, Twitter, LinkedIn
Wednesday	11:00am	*Live Show	Facebook & YouTube Links shared on Twitter & Insta Stories
Thursday	8:00am	*Podcast (scheduled on Captivate.FM) Show promo graphic	Announcement post on Facebook, Instagram, Twitter, LinkedIn
Friday	8:00am	Blog Post (transcription on Rev from live show – include featured image)	Publicsectormarketingpros.com website
Saturday	12:00pm	Audiogram from Podcast (prepared in Wavve)	Facebook, Instagram, Twitter, LinkedIn
Sunday	4:00pm	Video Clip from Live Show (edited and sent to Splasheo)	Facebook, Instagram, Twitter, LinkedIn

How to tell your story with impact

- **Relevance** – ask yourself is it relevant to my audience?
- **Story Hook** – get them hooked immediately by the first 8 words or the first 3 seconds of your video
- **Result** – what value will your audience get from your story?
- **Shareable** – will people be compelled to share your story?
- **Recipe** – see the best practice recipe below



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RECIPE FOR GREAT SOCIAL CONTENT

Writing for the Social Web

Ingredients:

- 1 cupful of keyword research
- 1 teaspoon-sized call to action
- Sprinkle of love with a solution to your audience's problem
- Add emotion of choice e.g. humour, shock, fear, excitement
- 1 catchy headline
- 1 optimized image
- 1 link to read more
- 1 captioned video
- 1 trending hashtag
- Cook with social ads
- 1 Gif to entertain

Directions:

- Mix these elements well.
- Serve with love and passion each and every time.



Tips:

- Use best practice for each social network – one social media piece of content should not be copied and pasted onto every other social network.

Video storytelling with your phone

Your smartphone is the most powerful tool to record video for social media.

The algorithm will give you a boost by sharing video.

Begin to practice speaking to camera on your smartphone. You Instagram or Facebook Stories to build your skills and confidence.

Types of stories to tell on video:

- **Explainer:** sharing more information on a topic
- **Event launch:** announcing details of a community event
- **Fundraiser update:** updating your community on how much has been raised and what else is planned in your calendar
- **Shared experience / testimonial:** sharing an anecdote or story for another person who got involved in your event, campaign, project or who used your service
- **Check-in:** a regular and short update to your community on what is happening
- **Interview:** hosting an interview with a subject matter expert, a community member or someone of interest
- **Tutorial:** sharing a how-to video of how to use something e.g., how to create a Facebook Group

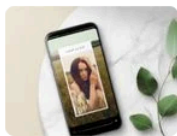
Top Resources: Buy a tripod and a lapel microphone which plugs into your phone and you clip it onto your lapel of your jumper.

Visual storytelling using Canva

Canva is a free web-based tool to create graphics and videos. Register for an account <https://www.canva.com/>. It's also worth download their app from the App Store / Google Play.

Visual storytelling is important because [Visual content is 40X more likely to get shared on social media than other types of content](#). (click to read more)

Canva has templates that you can use for all social networks and to create other types of marketing materials.



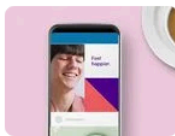
Social Media

Instagram Story
Instagram Post
Facebook Post
Facebook Cover
YouTube Channel Art
LinkedIn Banner



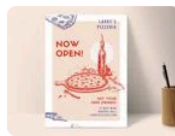
Personal

Invitation
Card
Resume
Postcard
Weekly Schedule Pla...
T-Shirt



Business

Presentation
Website
Logo
Business Card
Invoice
Business Letterhead



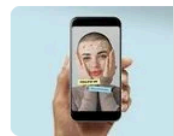
Marketing

Poster
Flyer
Infographic
Brochure
Newsletter
Proposal



Education

Lesson Plan
Worksheet
Certificate
Storyboard
Bookmark
Class Schedule



Trending

Gift Tag
Christmas Gift Certifi...
YouTube Intro
Photo Books
Mugs
Christmas Cards

- Browse the templates library to find and create the right content
- Incorporate your own brand / logo identity (colours and fonts)
- Get familiar with Canva by using it
- Save your graphics on your computer / in your camera roll

Creating graphics using Canva

Choose the right dimensions for your design

To begin, choose your design type from the Canva homepage. These are set to the optimal dimensions for each graphic, whether it's a social media post, flyer or poster. Or you can use custom dimensions by searching for "custom size". You can choose from pixels, millimetres or inches.

Choose a background

The background for your design could be a colour, or an image. A *background image* supports the message of the content. If there's too much going on in the background, it's hard to overlay things like text or illustrations. When you are choosing a background image for your design, consider texture over structure. You can crop images to find pockets of texture that will work better—this way you can also remove any space or features in the image that creates too much noise.

Add your elements

Your design might include text, icons, photos or illustrations. These need to be combined in a way that is visually appealing.

Choose the right fonts

The look of your fonts can have a huge impact on your design. Take a look at this playful typeface: perfect for a fun beauty brand. Not ideal for a law firm.

