STORYTELLING THROUGH SOCIAL MEDIA
“Stories are a communal currency of humanity.”

Tahir Shah,
Author, Arabian Nights
AGENDA

• What makes a great story
• Best practices for maximum impact
• Leveraging Facebook (and others)
• Lessons learned
WHAT MAKES A STORY GREAT?
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• Relatable Characters
• Memorable Details
• Compelling Drama / Conflict
• Resolution
WHAT MAKES SOCIAL MEDIA STORIES GREAT?

- Relatable Characters → People Focused
- Memorable Details → Visual Appeal
- Compelling Drama / Conflict
  → Emotional / Inspirational
- Resolution → Call to Action
“Stories create community, enable us to see through the eyes of people, and open us to the claims of others.”

Peter Forbes,
Writer & journalist
BEST PRACTICES IN STORYTELLING
START WITH WHY

• What do you hope to achieve by sharing this story?

• What would success look like for your organization?
KNOW YOUR AUDIENCE

• Who are your supporters?
• Why do they get involved?
• What do they care about?
TYPES OF STORIES

- Supporter Stories
- Impact Stories
- Thank You Stories
SUPPORTER STORIES

• Illustrate and affirm why supporters give to your cause
SUPPORTER STORIES

• Give others a way to see your organization through the eyes of a peer.
IMPACT STORIES

• How you affect your clients or the community
• Testimonials from clients
THANK YOU STORIES

• Impact stories that recognize a donor for their gift
“There’s always room for a story that transports people to another place.”

J.K. Rowling,
Author, *Harry Potter Series*
MAXIMUM IMPACT
“The role of the storyteller is to awake the story in others.”

Jack Zipes,
Fairy Tale Expert
WHERE TO TELL STORIES

- As of January 2019
BUT REALLY, WHERE?

• Know your audience
• Facebook is king
• Instagram is growing…
• LinkedIn is for B2B only
• Twitter is becoming less relevant
WHEN TO POST?

• Less is more
• Be in the right place at the right time
  – Be timely
  – Use Insights
WHAT DO I SAY?

• It’s how you say it
  – Don’t be afraid to have an opinion or a personality
  – Again, less is more
  – Always tell the truth
  – Visuals are a must
LESSONS LEARNED
ADDITIONAL RESOURCES

• NonprofitStorytelling.com
• TheStorytellingNonprofit.com
• NonprofitStorytellingConference.com

• Adobe Spark
• Canva
“In the end, we’ll all become stories.”

Margaret Atwood, 
Author & Poet