

**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?**

WHAT MAKES A STORY GREAT?

- 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



Second Harvest Food Bank of Central Florida

Published by Second Harvest Food Bank of Central Florida [?] · December 29, 2018 ·

"It is heartbreaking to know that so many of our friends and neighbors in Central Florida have to worry about food. Someday we will end hunger, but until then I am proud to help make a difference with Second Harvest." - Debi, volunteer captain

Thank you to Debi and people like you who donated 120,000+ hours of volunteer time to help fight hunger and feed hope in 2018. Ready to make a difference in 2019? Sign up now at www.feedhopenow.org/volunteer.



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



Second Harvest Food Bank of Central Florida
Published by Erika Spence [?] · January 17 at 11:06 AM · 🌐 · 📍

"If I don't receive SNAP benefits I'm not really sure how I would provide food for my family," explains Brittany, a student training for a new career in Second Harvest's Culinary Training Program. "It's scary."

If you need help - or want to help those impacted by the government #shutdown - visit www.feedhopenow.org/shutdownrelief. #FoodBanksOpen4Business #FeedHopeNow

The video shows a close-up of a young woman with freckles, looking down with a somber expression. A news overlay in the bottom left corner of the video reads: VOLUSIA 5:08 55° SPECTRUM NEWS. The video player interface at the bottom shows a progress bar at -1:33 and various control icons.

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

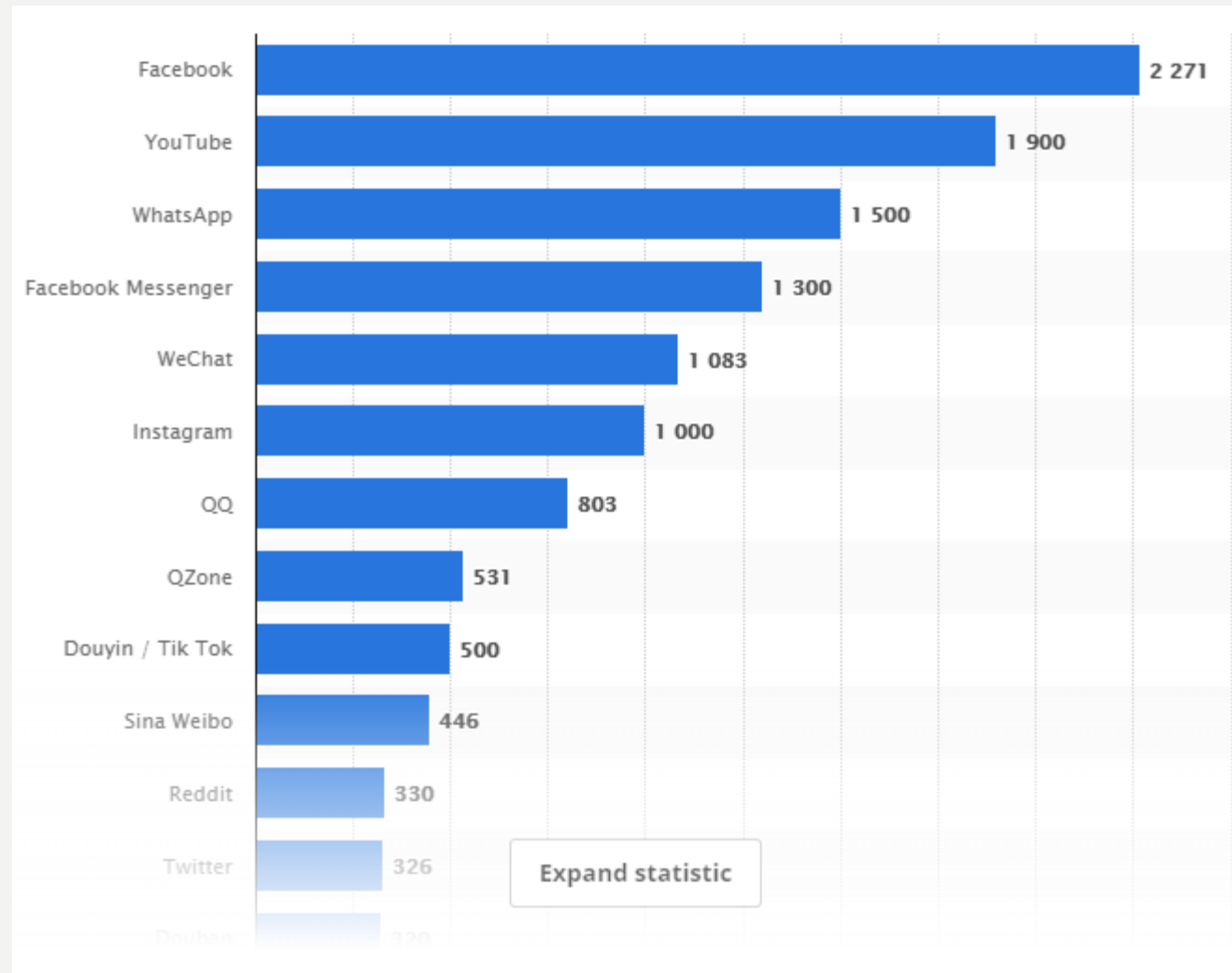


**MAXIMUM
IMPACT**

“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](https://www.nonprofitstorytelling.com)
- [TheStorytellingNonprofit.com](https://www.thestorytellingnonprofit.com)
- [NonprofitStorytellingConference.com](https://www.nonprofitstorytellingconference.com)

- Adobe Spark
- Canva

**“In the end, we’ll all
become stories.”**

Margaret Atwood,

Author & Poet