The Power of Storytelling & Social Media

Welcome

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Agenda

• The Power of Story
• Effective Stories
• Social Media
  • The Basics
  • Make it Integrated
  • Make it Measurable
  • Make it Easy
• Questions & Discussion
Key Take-Away:

**Impact > Process**

*Why it matters not what you did*

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Effective **Stories**…

- are personal
- have a clear goal
- are tailored to your audience
- are well-informed
- are clear and focused
- are concise

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**Bright Spots**
Brainstorm Your Message:

Goal
Who is your audience?
Why you?
What topic?

Message
Facts
Figures
Quotes
Stories
Current Events
Photos

The Basics
• Social Media...
  • is a tool
  • is rapid
  • is interactive
  • is a community
  • is an opportunity

SOCIAL MEDIA
### Make it Integrated

- Be Consistent
- Goals/Strategy
- Don’t Reinvent the Wheel
  - Use What You Have
- (Professional) Tone
- Integration Works Both Ways

### Make it Easy

- Manage Expectations
- Set it (and Forget it)
- Use News Alerts
- Share and Tell - Team Work
- Free & Low-Cost Tools
  - Hootsuite, Buffer App, Bitl.y, etc.

### Make it Measurable

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- Have you exposed audience to content, message, or messenger?
- Who, how, and where are users interacting or engaging with you?
- Are you changing attitudes of audience?
- Have you stirred people to act? To Donate? To sign petition? To XYZ?

### Message Ideas

- Give
  - Offer
  - Discount
  - Contest
- Advise
  - Tip
  - How-To
  - Obstacle
- Warn
  - Danger
  - News
  - Coming Soon
- Amuse
  - Funny Photos & Quotes
  - Non-Offensive
  - General Audience
- Inspire
  - Quote
  - Motivate
  - Coach
- Amaze
  - Picture
  - Fact
  - Stories
Quick Tips

- Not All About You
- Quarter Rule
- Be Visual - (use pictures!)
- Ask Questions - 2x’s Engagement
- Do More of What Works (& less of what doesn’t)
- Unofficial Brand Ambassadors

QUESTIONS & DISCUSSION

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