

A top-down view of a person's hands writing in a notebook on a wooden desk. The person is wearing a blue and white striped shirt and a gold-toned watch. A laptop is open to the left, and a camera with a red and black strap is to the right. The scene is lit with warm, natural light.

STORYTELLING SKILLS

SUMMER SESSIONS

SHARING YOUR STORY



WHO AM I?

QUESTIONS TO ASK YOURSELF

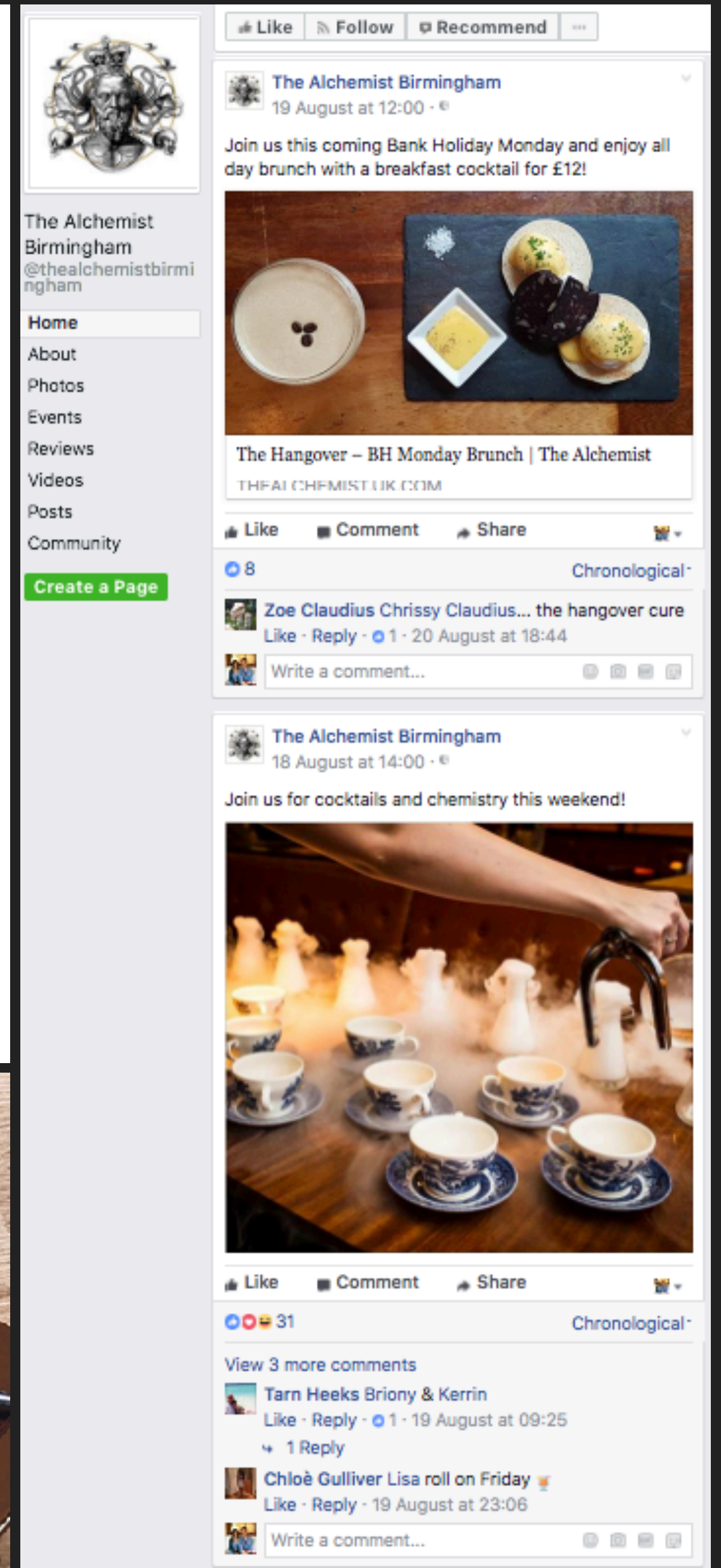
- ▶ **What words** would I use to describe my organisation/company/event... myself!
- ▶ **What feeling** do I want people to have when they come across my communications?
- ▶ How do I want people to **perceive me**?



SHARING YOUR STORY

HOW IS THIS APPLIED?

- ▶ The tone and style of your communication
- ▶ The type of content you share
- ▶ The way you interact online with your audience





**WHO AM I TRYING TO
REACH?**



ACTIVITY

WHERE SHOULD I SHARE?!

A man with a beard, wearing a black leather jacket, stands in the foreground of a subway station, looking towards a train. The train is blurred, suggesting motion. The station has a curved, tunnel-like structure with overhead lights and a crowd of people in the background.

SHARING YOUR STORY

PLATFORMS & AUDIENCES

SOCIAL NETWORKS

FACEBOOK, TWITTER, LINKED-IN

- ▶ Relational networks
- ▶ They are primarily aimed at connecting with people (and brands) online
- ▶ Very comprehensive platforms for sharing online

Facebook

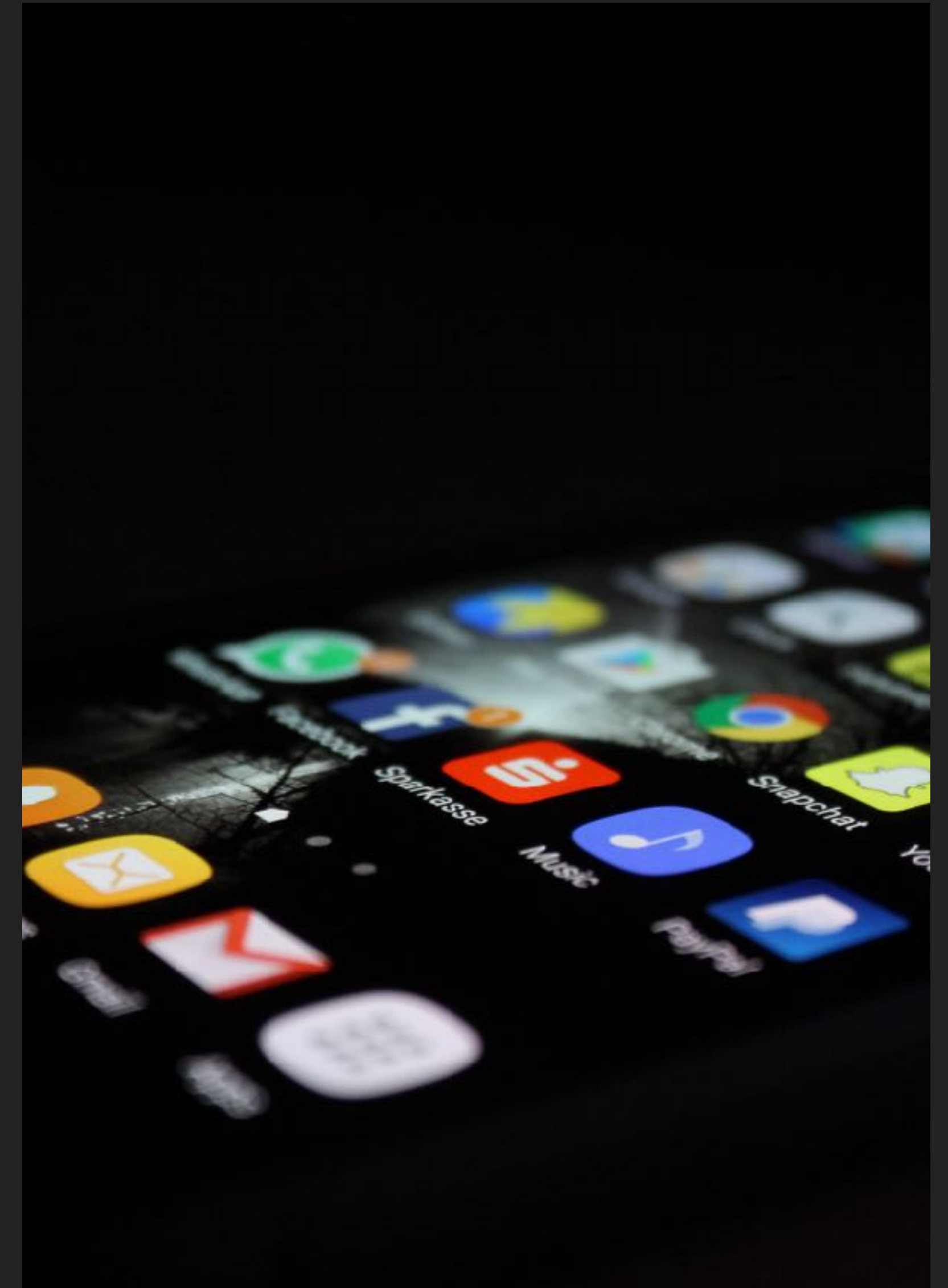
Most wide reaching
Large audience - although younger people leaving

Twitter

Generally used for broadcasting information
Business & News - younger audience elsewhere

LinkedIn

Professional network
Only 21% under age of 35



MEDIA SHARING NETWORKS

INSTAGRAM, SNAPCHAT, YOUTUBE

- ▶ Sharing photos and videos
- ▶ Most posts start with a video or photo, and captions or comments are then added to if the user wants to



Instagram

90% of audience is under the age of 35
Very active user base - 51% use at least once every day

Snapchat

Vast majority of users under the age of 30
Cuts across educational divides (teen & preteen audience)

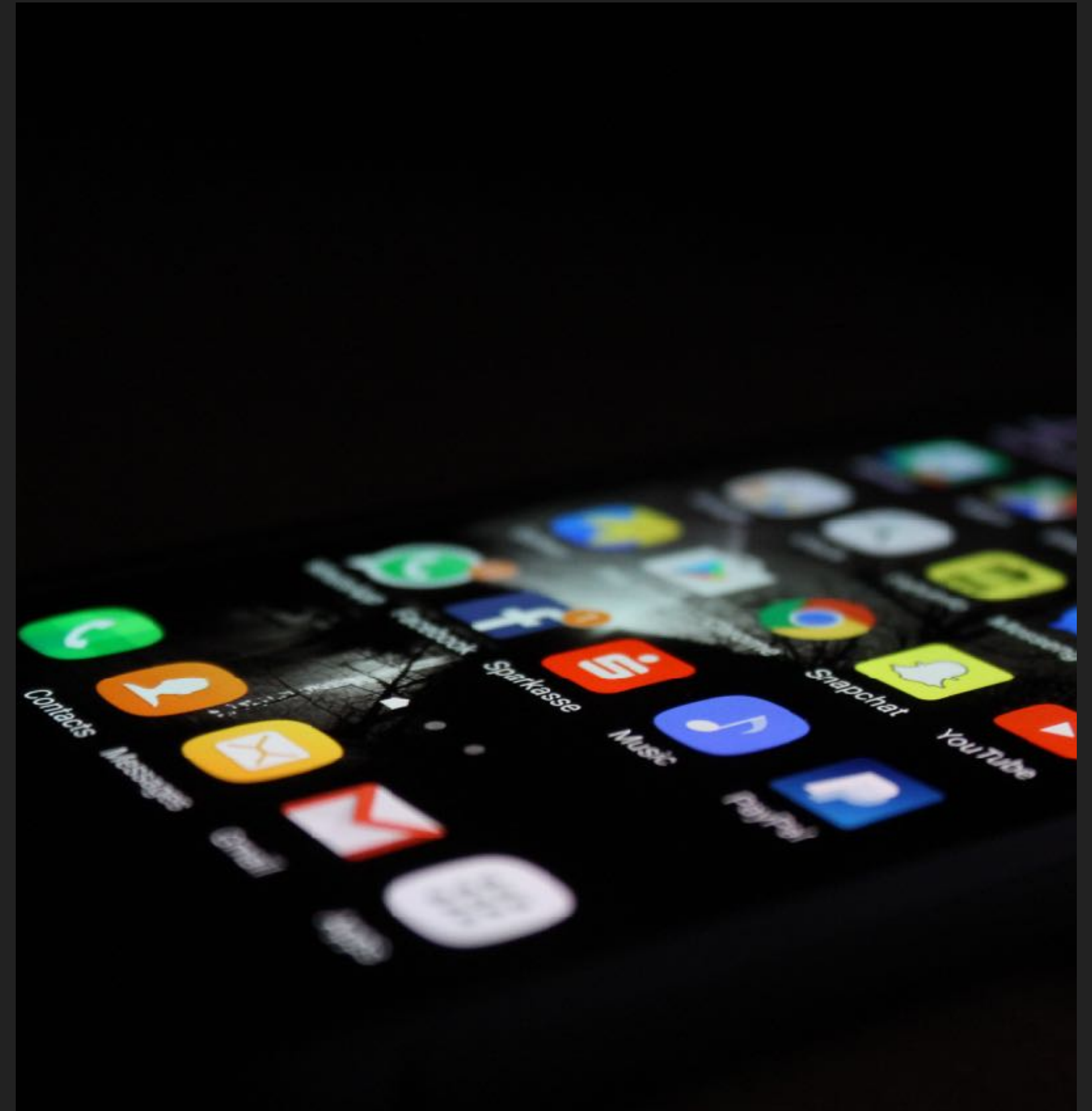
Youtube

Pretty much everyone uses YouTube!
Very wide audience demographic - and it gets a LOT of use - 6 billion hours every month!

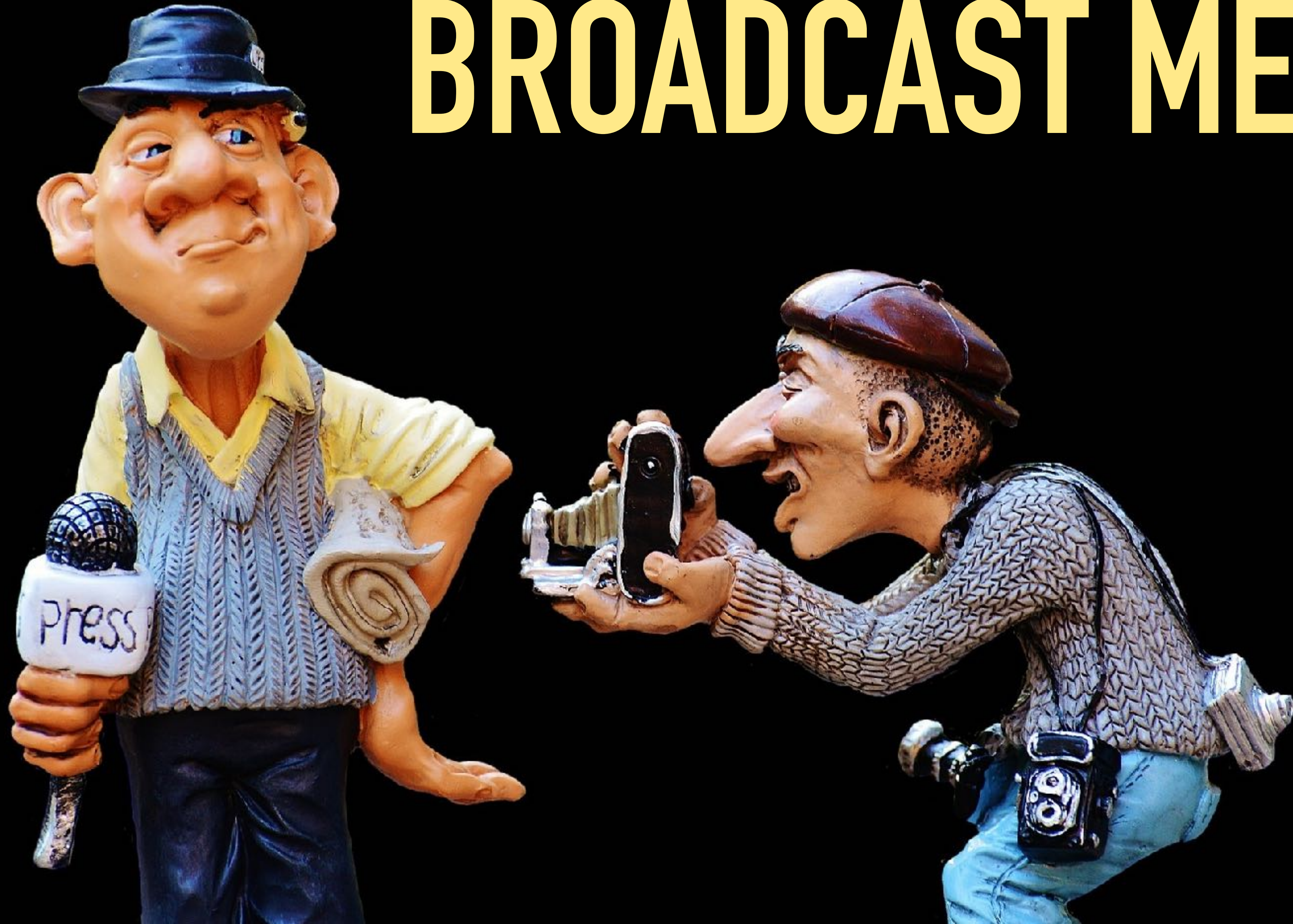
BLOGGING AND PUBLISHING NETWORKS

WORDPRESS, TUMBLR, MEDIUM

- ▶ To publish, discover and comment on content
- ▶ Is a place for more in depth information, although Tumblr is an example of bite-sized blogging
- ▶ The audience of a blog can be vast, and content is generally shared more widely through social media networks

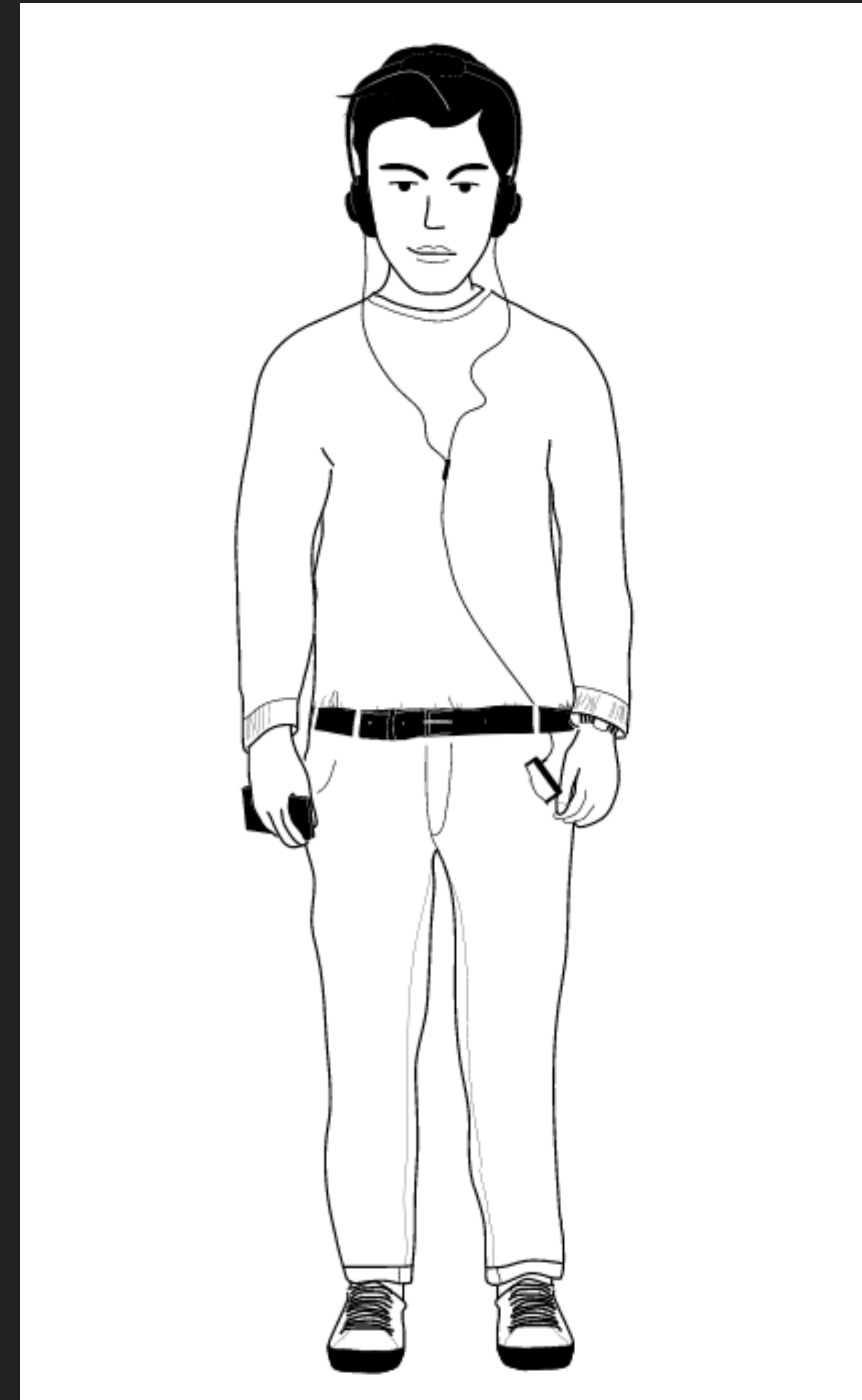


BROADCAST MEDIA



PRESS & BROADCAST

- ▶ Most people read news online rather than in print. (People listen to the radio and watch TV online too!)
- ▶ Press Gazette ABCs
- ▶ Nationals/Regionals/Broadsheets/Tabloids/Digital Born Media Brands/Niche/General audience
- ▶ Distributed News: A third of 18-24s (33%) now say social media are their main source of news – more than online news sites (31%) and more than TV news and printed newspapers put together (29%).
- ▶ Who reads what? The data is out there...





○ DEMOGRAPHICS

- GENDER: MALE +
- AGE: 18-24 +
- SOCIAL GRADE: ABC1 +

○ TOP REGIONS +

- LONDON
- CENTRAL SCOTLAND
- WALES AND AVON

POLITICS

LEFT RIGHT

○ + PROFESSIONS

- CIVIL SOCIETY AND CHARITY
- MEDIA AND PUBLISHING
- GOVERNMENT & CIVIL SERVICE

○ + MONTHLY SPARE £

LET'S PLAY.... YOUNGOV PROFILES!

WHO READS WHAT?

► <https://yougov.co.uk/profileslite>

DIGITAL BORN MEDIA BRANDS

BUZZFEED

AJ+

HUFFINGTONPOST

THE LAD BIBLE

NOW THIS



DIGITAL BORN MEDIA BRANDS

- ▶ Created by and for web users, rather than transferring from print to online
- ▶ Often focus on 'soft' news
- ▶ Focus on video content
- ▶ Video content is short, texted, emotional, often positive
- ▶ Younger demographic
- ▶ Distributed on social media



A person is sitting on a wooden chair, reading a magazine. They are wearing a green t-shirt and blue jeans with a tear on the knee. The magazine they are holding has the title 'YOUR WORLD' and a picture of a person. On the floor around the chair are several stacks of magazines. The background is a plain wall with a light switch.

THINK OUTSIDE THE BOX...

MAGAZINES AND BLOGS

SHOW ME THE DATA!

- OFCOM REPORTS: ADULTS MEDIA USE AND ATTITUDES
- REUTERS INSTITUTE DIGITAL NEWS REPORT
- YOUNG (PROFILES)
- MOSAIC PROFILES (EXPERIAN)
- PRESS GAZETTE (ABCS)



SHARING YOUR STORY

TIPS FOR CREATING CONTENT FOR SOCIAL MEDIA

A black and white close-up photograph of a llama's face. The llama is looking directly at the camera with a slightly open mouth, showing its teeth. A large, white, bold question mark is superimposed above the llama's head. The background is dark and out of focus.

?

WHY AM I POSTING THIS ON SOCIAL MEDIA?....

HAVE A REASON

HAVING A REASON

- ▶ Is this where your target audience is?
- ▶ Don't just do it because everyone else is
- ▶ Social media is not a golden bullet...
- ▶ Be realistic with time investment
- ▶ Are you prepared to be social?
- ▶ Set measurable objectives





**ARE YOU ACTUALLY UP FOR BEING
SOCIAL ON SOCIAL MEDIA?!**

STRATEGIC STUFF!

- ▶ A good way of approaching thinking about what content to share on your social channel is to categorise the types of content that are possible to share.
- ▶ Choosing which ones are right for you is important
 - ▶ Go back to the original questions:
 - ▶ Who am I?
 - ▶ Who am I trying to reach?



EXAMPLES OF CONTENT CATEGORIES



The Content Marketing Pyramid™

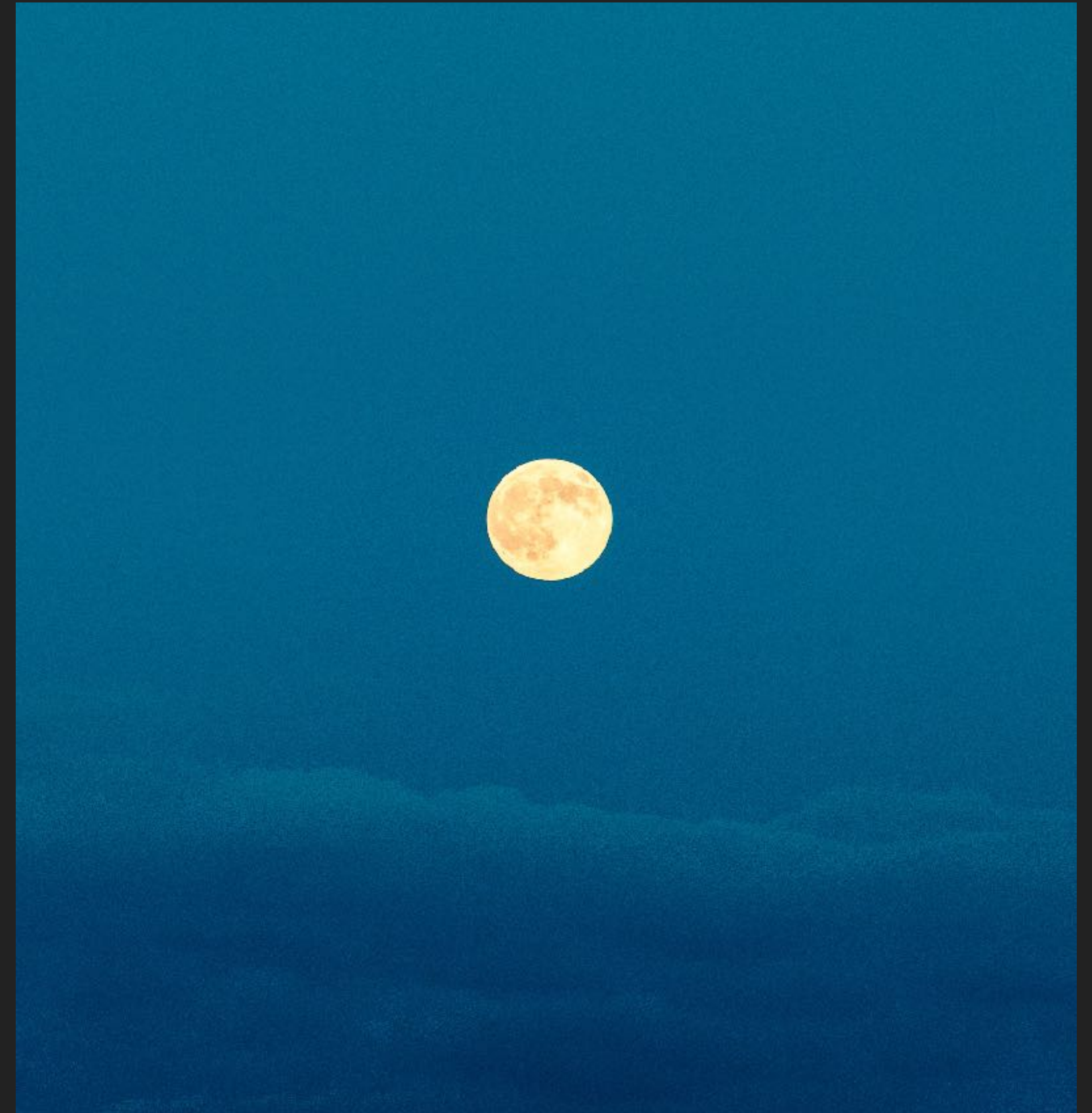


A close-up photograph of an ostrich's head, looking directly at the camera with a questioning or skeptical expression. The ostrich has dark, shaggy feathers and large, orange-brown eyes. Its beak is visible, and the background is blurred.

**ARE YOU ACTUALLY UP FOR BEING
SOCIAL ON SOCIAL MEDIA?!**

KEEP IT SIMPLE

- ▶ Maintaining a social presence is a lot of work and keeping a vibrant and dynamic timeline or feed is something that requires dedication, effort and time.
- ▶ Once you know who you are, and have matched that to the best platform to suit you and your audience, then focus on using it really well before adding other platforms to your portfolio.
- ▶ **Focus on doing one thing very well**, and then expand from there.



SCHEDULING SAVED MY LIFE!

- ▶ On most social platforms you can schedule content to be shared/posted at a later date.
- ▶ Allows you to spend a concentrated amount of time on your social media content and schedule it to be shared across the rest of the week or month without you having to worry about it again!
- ▶ Obviously, you still want to reply to comments, like other people's content etc, but the work of sharing/posting your own content is automated for you.



SOME SCHEDULING APPS



bufferapp.com



ROLLING WITH THE PUNCHES!

- ▶ Try it out for a bit and then see if it's working.
- ▶ If you're finding **you can't accomplish everything** you wanted to do then pull it back a bit and **make it simpler**.
- ▶ If you have **too much content to share** and not enough time in your schedule then perhaps it's time to **branch out into other platforms**.
- ▶ Don't just carry on regardless - **take stock and adjust!**





TROLLS

(ANTI) SOCIAL MEDIA

- ▶ Digital distance changes dynamic of interaction.
- ▶ No golden bullet. No formula. People are people.
- ▶ If you are representing an organisation you always take the higher ground. 'Paid to be nice.'
- ▶ Take offline if appropriate.
- ▶ Be honest. Be a person.
- ▶ Sometimes a difficult conversation needs to be had. Sometimes it's best to step away.





**ARE YOU ACTUALLY UP FOR BEING
SOCIAL ON SOCIAL MEDIA?!**



We don't have data to show you this week.

29

Total Page Views ▲ 45%



3

Page Previews ▲ 0%



Page Likes

August 14 - August 20

3

Page Likes ▼ 40%

Reach

August 14 - August 20

488

People Reached ▲ 65%

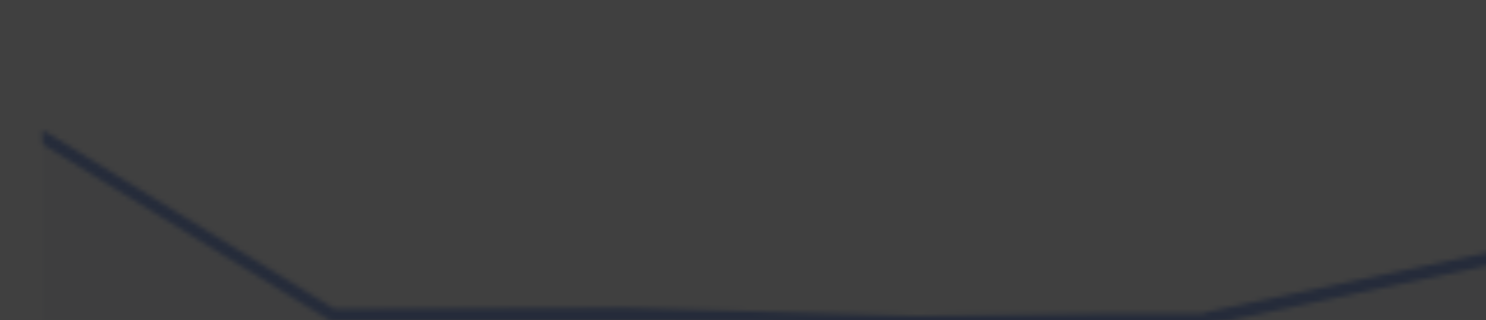


Post Engagements

August 14 - August 20

249

Post Engagement ▲ 57%



Videos

August 14 - August 20

4

Page Followers

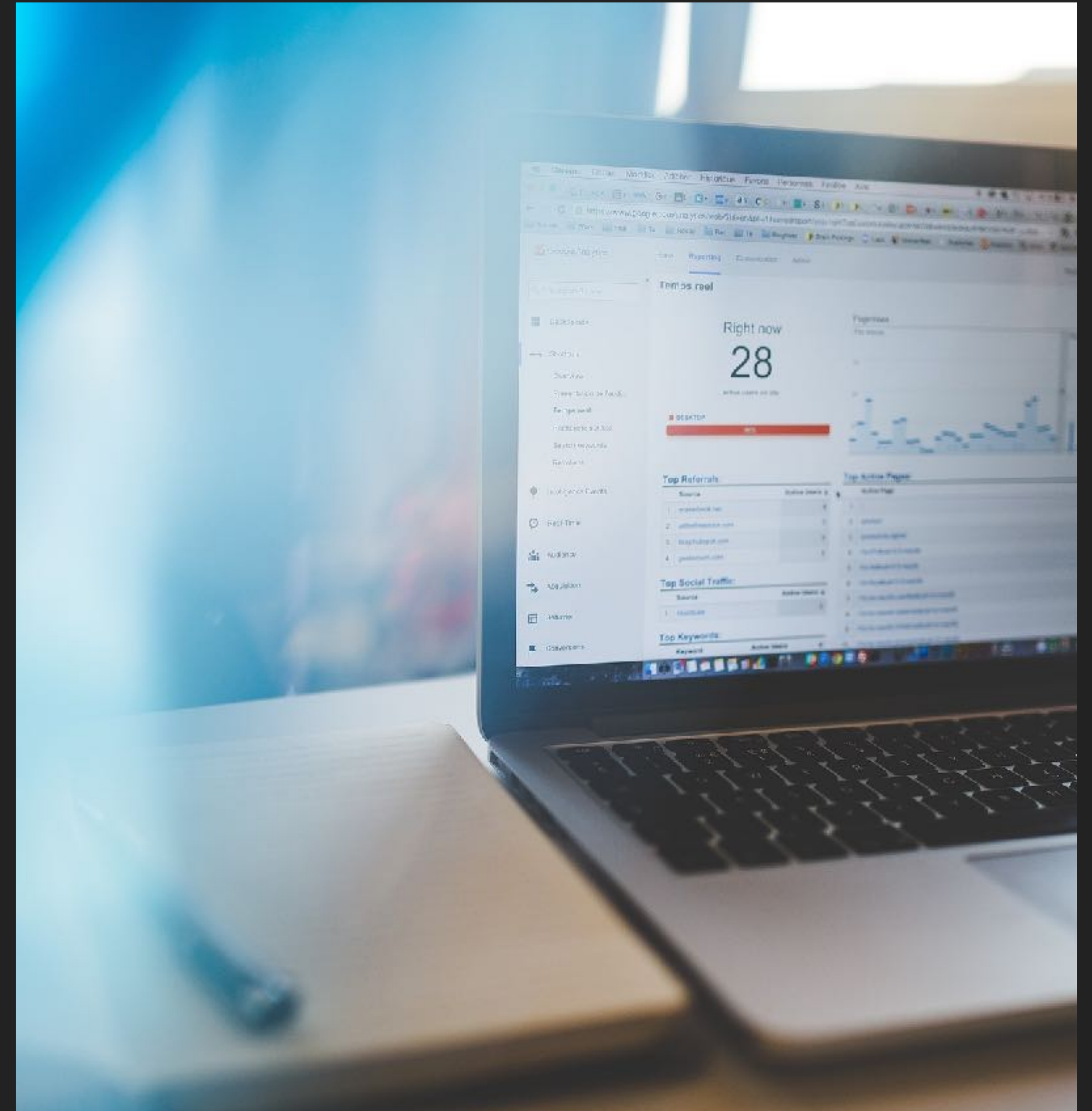
August 14 - August 20

2

THE JOY OF ANALYTICS











ANALYTICS


- ▶ Analytics are how you measure your objectives
- ▶ Facebook Insights for Pages (organisations)
- ▶ Twitter Tweet activity
- ▶ Focus on insights linked to objectives: don't get lost in a sea of data
- ▶ You get more analytics if you pay for promotion...



PAYING FOR IT

- ▶ New audiences always require time and money investment
- ▶ Doesn't have to be massive
- ▶ Duration/Audience Targeting
- ▶ Ongoing campaigns or promoting individual posts/tweets
- ▶ You need to be an administrator on a FBook page to run a campaign. Twitter you register as a private individual or a company.
- ▶ Targeting audiences: think outside the box...

	Set Up an Ongoing Promotion Get 48 - 89 website clicks for £35 a month	
	Promote Your Business Locally Connect with people nearby	
	Promote your Page Connect more people with your Page	
	Build Your Business Get more people to click your Page button	
	Get More Website Visitors Advertise your website to a large audience	



SHARING YOUR STORY

ACTIVITY



SHARING YOUR STORY

TIPS FOR CREATING CONTENT
FOR THE PRESS

TAKE A STEP BACK

- ▶ Is press the best way to get the story out to the people I want to hear it?
- ▶ Am I choosing the right platform for the story?
E.g. visual for TV, local paper, local news
- ▶ How much control do I want over the story?
- ▶ How do I reach the relevant journalist?



KNOW YOUR JOURNOS

- ▶ Getting together for a cuppa and a chat
- ▶ They're not your best friends
- ▶ Interact on social media instead?
- ▶ Where have all the Religious Correspondents gone?...
- ▶ Newsdesk info on websites
- ▶ Features journalists need individual contact: scattergun doesn't work. Introduce yourself and outline how your feature will contribute

PRESS RELEASES

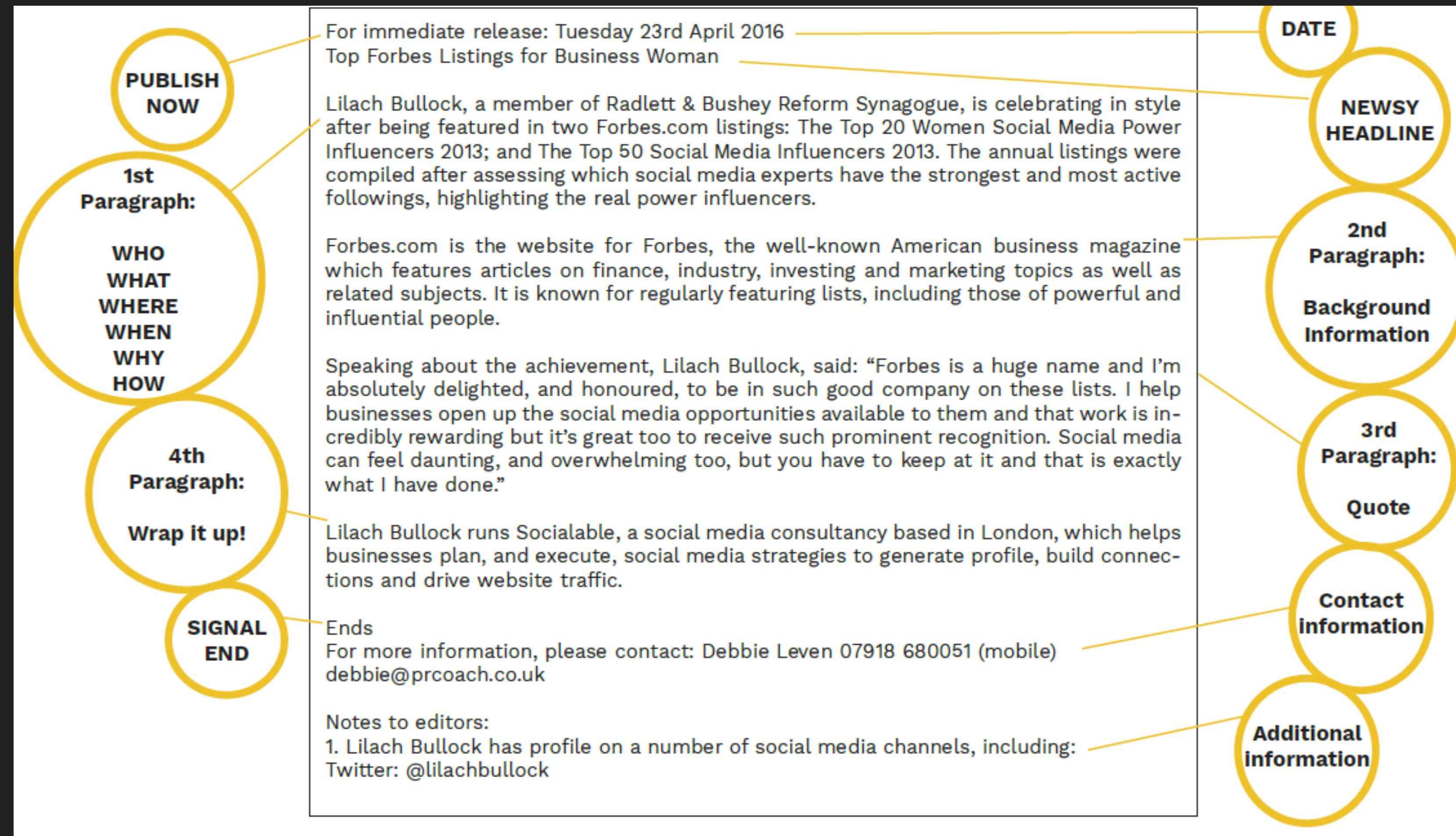
- ▶ Good for sending to numerous news sources
- ▶ The idea is to make life as easy as possible for the journalist

TWITTER

- ▶ Good for breaking news
- ▶ Good for following & organising journalists
- ▶ Good for seeing what's trending
- ▶ Think about exclusivity

WRITING A PRESS RELEASE

- ▶ Killer headline
- ▶ Inverted pyramid model
- ▶ Bullet points main info at start
- ▶ Keep as short as possible (can link to elsewhere)
- ▶ Fit in body of email
- ▶ Don't attach images
- ▶ If chasing up, phone and ask how you can add value (e.g. supply high res images, offer of interview etc.)





QUESTIONS?

A top-down view of a person's hands writing in a notebook on a wooden desk. The person is wearing a blue and white striped shirt and a gold-toned watch. A laptop is open to the left, and a camera with a red and black strap is to the right. The text 'STORYTELLING SKILLS' is overlaid in large white letters.

STORYTELLING SKILLS

SUMMER SESSIONS

THANKS FOR COMING!