

TELLING YOUR STORY ONLINE

HOW TO LEVERAGE DIGITAL
MEDIA TO DELIVER A MESSAGE
THAT MATTERS

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"YOU SEEM LIKE
SOMEONE WITH
STORIES
TO TELL."

WE'RE ALL
STORYTELLERS

YOU'RE ALREADY
TELLING A STORY

Is it the right one?

TELLING YOUR
STORY ONLINE
IS A NEW FORM OF
LITERACY

“When organizations, causes, brands or individuals identify and develop a core story, they create and display authentic meaning and purpose that others can believe, participate with, and share. This is the basis for cultural and social change.”

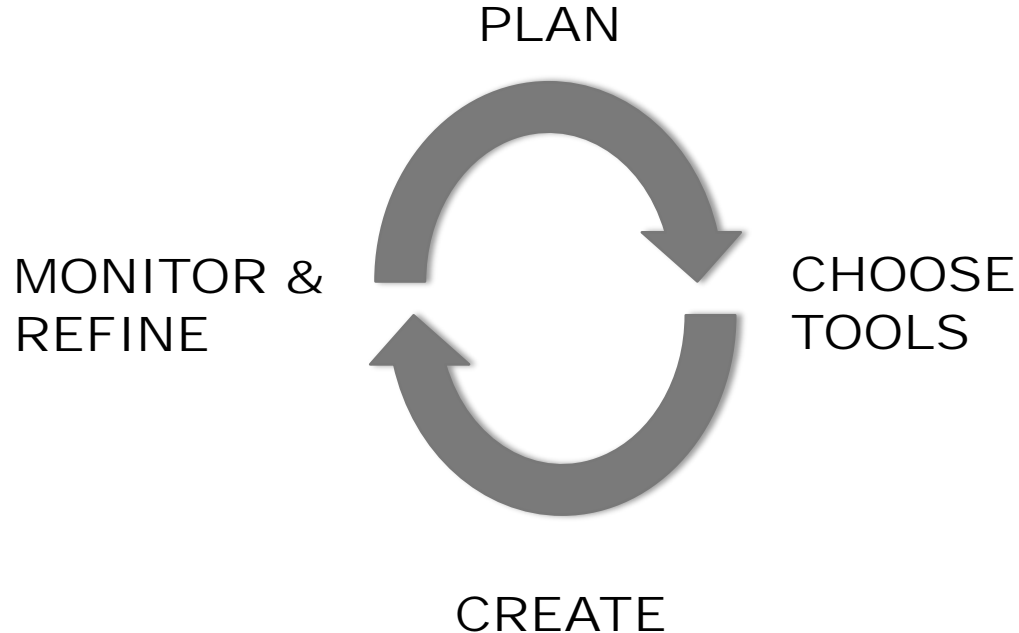
- Pamela B. Rutledge, PhD, MBA,
Director of the Media Psychology Research Center



STORIES =
INFLUENCE

STORIES =
CONNECTION

HOW TO TELL A STRATEGIC STORY ONLINE



“Why should customers or a person on the street care about the project you are proposing? How does it change the world or improve lives? How will people feel when it is complete? These are the components that make information persuasive and memorable.”



-Paul J. Zak, founding director of the Center for Neuroeconomics Studies and professor of economics, psychology and management at Claremont Graduate University

PLAN YOUR STORY

1. What do you want people to know, believe or care about?
2. Who are you trying to reach?
3. Where will you reach them?
4. What are the key roadblocks and opportunities?
5. What does success look like?
6. Where will you focus for now?



CHOOSE YOUR TOOLS

Your personal website

- Squarespace, Wordpress, Wix



Social media

- Hootsuite, Tweetdeck
- Picmonkey



Email communication

- Mailchimp



Other

- Soundcloud
- YouTube, Vimeo



MONITOR & REFINE





It is the storyteller... who makes us what we are, who creates history. The storyteller creates the memory that survivors must have — otherwise surviving would have no meaning... This is very, very important... Memory is necessary if surviving is going to be more than just a technical thing.

—CHINUA ACHEBE

“We tell ourselves stories
in order to live.”

- Joan Didion

THANK YOU!

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