

# SOCIAL STORY STRATEGY

SOCIAL MEDIA STRATEGY WORKSHOP

WEDNESDAY, APRIL 25, 2018 | ERICKSON ALUMNI CENTER

## USE A CALENDAR

Plan out your stories in advance. This will give you an overview of how many stories you have planned for the week and where you could use some extra content.

## KEEP IT SIMPLE AND HAVE A REASON FOR POSTING

When posting a story, have a developed storyline and a reason for adding each photo or video to the story. Does everything you're sharing have a purpose for your audience? Does it relay information or show off an interesting event? If not, think of a different way to spin the story or create a new story better suited for your audience. The viewer doesn't want to — and won't — watch your entire story if it's repetitive, provides irrelevant information, or loses their interest.

## MAKE VISUALLY APPEALING CONTENT

The last thing anyone wants to see is a social story that is all text and no fun. Utilize photos or videos from the things you are highlighting on your stories. Layer small amounts of well-placed text on the photo or video to provide context, add an emoji or a GIF, and send it on its way.

## USE STORIES TO SHARE EXTRA CONTENT

The great thing about stories is that they won't clog your feed on platforms like Facebook and Instagram. This gives you the ability to share multiple shots from an event, news article, etc. Share 5-7 pieces of good content on your story to give viewers a behind-the-scenes look at things, and post the single best photo on your feed.

## KNOW YOUR AUDIENCE

Creating content around what your audience likes is key. Monitor your posts and your stories to see which ones gain the most interaction, and try to incorporate more of that type of content into your plans.

## FIND A VOICE

Relating to your audience in every post is important. Gear your language towards your audience; a primarily older audience likely won't enjoy a ton of emojis while a younger audience won't like an account with a stiff personality. Find ways to turn research, upcoming events, and such into an interesting topic for the viewer while maintaining your voice.

## LONG VIDEOS OF PEOPLE TALKING IS NEVER THE ANSWER

Though it may seem like the easiest option, this isn't appealing to the viewer. Most users watch videos online without sound, so a story where a person continually talks into the camera without any sort of text will likely warrant an exit from the story by the viewer.