



6 TYPES OF STORIES YOU SHOULD BE TELLING ON SOCIAL MEDIA

Julia Campbell, MPA

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ABOUT JULIA

Mom of 2

Author, speaker, trainer

Returned Peace Corps Volunteer (Senegal 2000-2002)

Former Development and Marketing Director at small shops

Get my Digital Storytelling Workbook:

Text **WORKBOOK** to 33777

www.JCSocialMarketing.com/Workbook

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The stories we tell
CREATE
the world
WE LIVE IN.

HOW STORYTELLING AFFECTS THE BRAIN

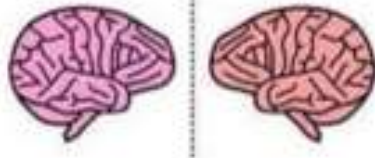
NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.



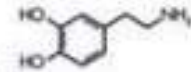
MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

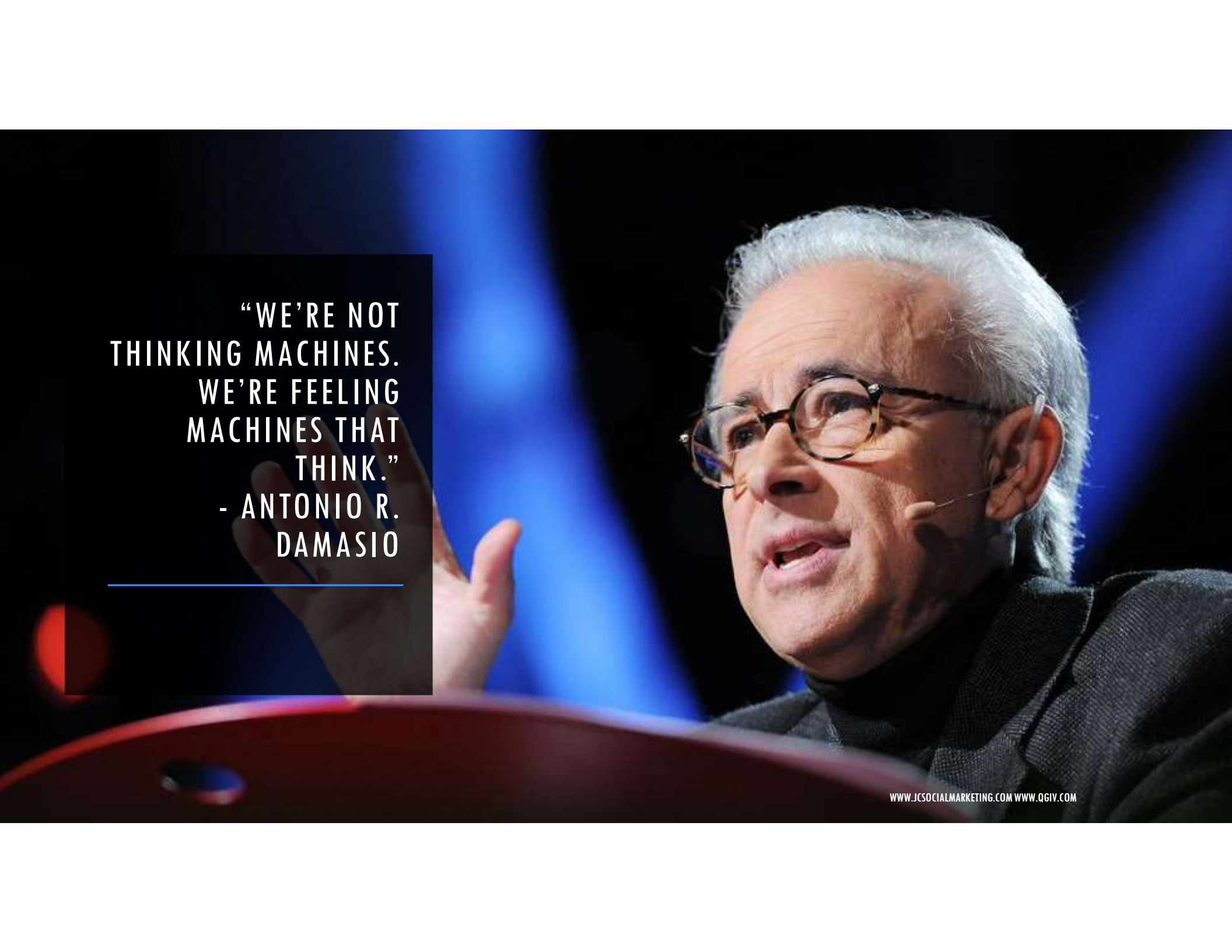
The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.



CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



A photograph of Antonio R. Damasio, an older man with white hair and glasses, speaking at a podium. He is wearing a dark turtleneck and a dark jacket. His right hand is raised in a gesture. The background is dark with blue stage lights. A quote is overlaid on the left side of the image.

**“WE’RE NOT
THINKING MACHINES.
WE’RE FEELING
MACHINES THAT
THINK.”
- ANTONIO R.
DAMASIO**

YOUNGER GENERATIONS LIKE STORIES.



Marketing agency Headstream, in their Brand Storytelling Report, found that 79% of its respondents preferred brands that told stories.



People from the ages of 18 to 34 were particularly interested in stories.



Millennials and Gen Z are less interested in sales pitches and more responsive to brands they can identify with on a personal level.

STORIES TIE TO EMOTIONS.

According to Headstream, the most impactful types of stories are “humorous, dramatic, or heartwarming.”

We like it when a story makes us feel something.

When brands deliver high-quality stories that affect our emotional state, we’re more inclined to listen (and absorb the information).

STORIES TRANSLATE TO REVENUE.



When people enjoy and identify with a brand story, they are:



55% more likely to consider a future purchase;



44% more likely to tell the story to others;



15% more likely to make a purchase then and there!



“What unites people? Armies? Gold? Flags? Stories. There’s nothing in the world more powerful than a good story. Nothing can stop it.

–Tyrion Lannister

STOP THINKING
OF STORYTELLING
AS A MEGAPHONE
TO PROMOTE
YOUR AGENDA.



THINK OF IT AS A
GIFT FOR YOUR
SUPPORTERS.



TYPE INTO THE CHAT!

Name a brand/business/nonprofit
storytelling campaign that resonated with
you.



received an email from a future mom: "I'm expecting a baby with Down syndrome. I'm scared: what kind of life will my child have?"

the mom's fears explaining all the ways her child will enjoy a full and fulfilling life.

campaign (#1 on Viral Video Chart).



DearFutureMom



<https://youtu.be/Ju-q4OnBtNU>

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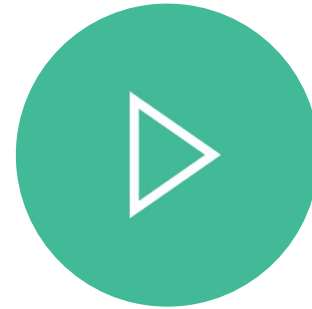
3-PART DIGITAL STORYTELLING FRAMEWORK



COLLECT



CRAFT



SHARE

KNOW YOUR AUDIENCE.

Who are you trying to reach?

What do they value?

Why are they or would they be interested in your work – what's in it for them?

What are their motivations?



mira_coalition
Boston, Massachusetts



**MY BROTHER
IS LOSING HIS
STATUS AND
THERE'S
NOTHING I
CAN DO.
I DON'T
WANT TO
THINK ABOUT
LOSING HIM.**

- MARIAM

ETHICAL STORYTELLING CONCERNS

We must advocate against storyteller exploitation demonstrated through being exoticized, tokenized, and or otherized.

Storytelling concerns from the storyteller perspective:

Re-traumatization

Confidentiality and safety

Implicit pressure

Fear of reality not matching the narrative

Lack of control over their story

TIPS TO HELP COLLECT AND CRAFT STORIES ETHICALLY



GREAT STORYTELLING INSPIRES AN ACTION.

Donate

Volunteer

**Sign this
petition**

**Call your
legislator**

**Sign up
now**

**Share
this news**

6 STORY IDEAS TO EXPLORE AND COLLECT



CREATION STORIES

What was the need?

What is the need now?

How have things changed – how
have things stayed the same?



Malala Fund

December 22, 2015 at 2:03pm · 🌐

"I feel proud of the work I have done for my sisters from Syria and I want to stand with Malala and continue that fight. There are still so many girls out of school. There is still so much we need to do to help." - Muzoon

Will you join Muzoon and Malala to continue the fight for girls everywhere?

--> <http://bit.ly/1NAVfFx>



From Syria to Today

Muzoon, a 17-year-old Syrian refugee, describes her excitement to reunite with Malala today in England, where her family has been resettled, and why the two will fight even harder for girls everywhere.

BLOG.MALALA.ORG

Adam's Story

It began with a question. A small boy begging in the streets of India. "What do you want most in the world?"

"A pencil," he replied.

*I reached into my backpack, handed him my pencil, and
watched as a wave of possibility washed over him.*

A smile erupted and his eyes brightened. I then saw the profound power and promise brought through something as small as giving a pencil to just one child. Over the next five years, I backpacked through more than 50 countries, handing out thousands of pens and pencils across six continents. These pencils, these small pieces of potential, led to powerful conversations with local parents and children across countless cultures and languages. From years of listening to their words, it became clear that there was a need for an international nonprofit that was led on-the-ground by a staff of locals from within each country, required village participation in each school, and deeply supported, trained and tracked each student to ensure their

VALUES & ETHICS STORIES

What are the values and ethics behind your organization?

We know that donors give to charities based on shared values. In what ways can you convey your unique values and beliefs to supporters?





IMPACT STORY

A story of a life changed; trajectory altered.

Focused on the benefits of the work, not the features.

Not as much about WHAT they went through, but how they FELT.

Address knowledge gaps about the population and the program.



rosies_place



11 likes

rosies_place All her life, Muqeedah struggled with mental health issues. We met her when she was sleeping in her car in Rosie's Place parking lot. That was the start of a new life. To see a video of Muqeedah's story, click on our bio. [#HHweek](#)



goodwillnne
@goodwillnne

Following



"There's so much that's not 'normal' about raising a kid with a disability. [Goodwill's LifeWorks] is something with a focus and routine he can do every day."

gwnne.org/2TgAx95 #goodwill #disability #caregivers



11:13 AM - 26 Feb 2019

Followed by the_cabot northshoremag kingfishmedia + 4 more



amirahnewengland • Following

amirahnewengland It's #MilestoneMonday! A woman has completed her 30 Day Program and is now entering Phase1 of her full whole-person care program at Amirah! We're so proud of the hard work she's done during her first month and that she is choosing to continue her journey with us. Please join us in congratulating her and supporting her for the days ahead. .

#WholePersonCare #milestone #monday
#progress #survivor #safehome
#sextrafficking #humantrafficking
#traffickingsurvivors #TraumaRecovery
#journey #fromexploitationtoliberation
#boston #massachusetts #newengland
#HopeLivesHere



22 likes

MAY 21

Add a comment...



INSIDER STORY

Who works with and for your organization?

Why do they do it?

What have they learned?

What has been their best experience?

What has been the hardest?

Behind-the-scenes insight

Humanize the brand



Macmillan Cancer Support

Page Liked · June 14, 2014 ·

This is our very own team member Victoria with her #thatsmydad moment. Hundreds of you have celebrated and shared your dads with us, as well as making sure no dad faces cancer alone this father's day. A huge thank you to everyone who's been part of the #thatsmydad campaign so far.

If you'd like to join in simply share a photo of your dad and three words to describe him with #thatsmydad and text DAD to 70550 to give £3 to help all dads facing cancer.

Like Comment Share Spotlet

You and 1K others

Top Comments

100 shares

35 comments

Samantha J Perry-Byrne This is my Lovely Daddy who was diagnosed with leukemia just 5 weeks ago with his 2 grandchildren! He has been in hospital now for over a month and we can't wait till he is well enough to come home again. Text 70550 to give £3 this Father's Day! Xx



Like · Reply · 13 · June 14, 2014 at 5:44am

2 Replies

Hayley Baxter My brilliant wonderful kind clever caring dad! The best! I will love you forever & think about you every day. You will never be forgotten. I lost my lovely dad last October to cancer, please help every dad you can this fathers day & donate



Swords to Plowshares ✓ @vetshelpingvets · 17h 🌐

Leon Winston arrived at Swords to Plowshares — a Bay Area **nonprofit** that serves homeless veterans — as a client, fresh out of rehab and in need of housing. Now, he is our COO and housing director. Read more about his story in this @usfca alumni feature. bit.ly/2PamKfE



💬 1 ↻ 11 📁 ❤️ 21 ✉



twloha • Follow

twloha We're continuing our Q&A blog series with #TWLOHAinterns past and present. Here's current intern @lauraalewiss answering today's question: "What is the most difficult aspect of the internship?" This answer and more at twloha.com/blog. (Link in profile)

thelastcfus ❤️

taylorstaygold It's one of my dreams to able to be an intern for TWLOHA one day. ❤️

meeeowgan @iamhalsey thought this was so fr

poppunkking182 Very Well Put

poppunkking182 ·Rise Above Suicide · You Can Do It Because You Matter.

kelmichelleh @suz_nne this looks like you..

suz_nne @kelmichelleh I see it!!



1,597 likes WWW.JCSOCIALMARKETING.COM WWW.QGIV.COM

OCTOBER 23, 2014

DONOR STORY

Powerful form of social capital.

Why did they give?

Why do they continue to give?

What does this mean to them?

Susan Shobe

I grew up in Tucson and southeast Arizona; my kids are now 3rd generation at their public school here. My heart beams to hear my kids exclaim, "Look at the vegetation!!" after a desert rain, or "The hawks have left the nest!!", or "Dad, you need to put more sugar water out for the hummingbirds." We are a part of this desert and this community, and it is a part of us.

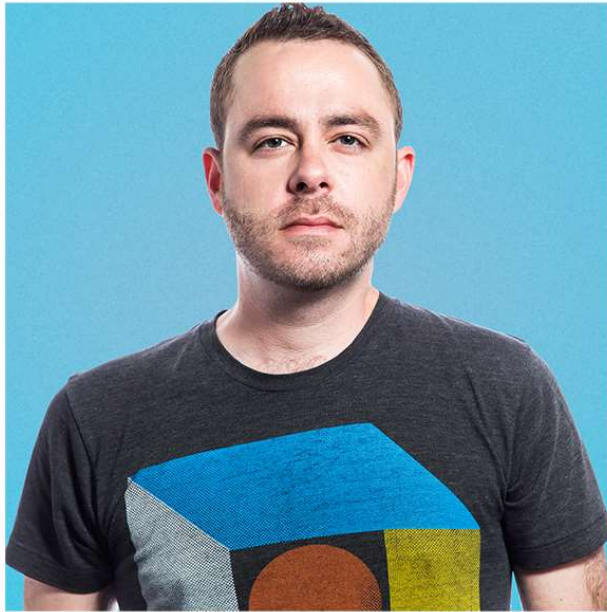
I've been a long-time supporter of the Coalition because I've been inspired by the work they've accomplished in protecting our vanishing wild desert areas. They truly are a coalition—building relationships and working with others to find common ground while holding true to the mission of protecting habitats that will sustain the full range of our native species to the greatest extent possible. Their work reminds us again and again what is best about Pima County, and that the hard work and dedication to saving it really can pay off.



"We are a part of this desert and this community, and it is a part of us."

When my husband and I had our 2nd child, we decided to become monthly donors—we find it easier to budget in a small amount each month rather than to part with a large sum at once, and it provides more certainty that we are able to meet our heart's desire to contribute when finances are tight. We actually contribute more now, because it's all in small increments. We are happy to have this option that allows us to continue to support the Coalition's great work, and we encourage all families or others on a small or fluctuating budget to consider this option.

[See all Donor Spotlights »](#)



Danny Palmer

DONOR SPOTLIGHT

"I support Bag&Baggage because - after about 3 years away from the art form - they reminded me of everything I cherish about theatre: their commitment to the community, their demand of the quality and craft of their work, their instance on entertaining us while expanding us. I have a small test after seeing a piece of art: how much my friends and I talk about after viewing it. And there is not a single Bag&Baggage production I've seen where we haven't talked about it for hours."

**"I HOPE MY
DONATION WILL
HELP OTHER PEOPLE
STRUGGLING WITH
FINDING THEIR WAY
IN THIS WORLD."**

SUSAN KROGSTRAND

NEW ULM, MN



#into17



twloha

Follow

1,467 likes

1w

twloha There are just two days left in our [#into17](#) campaign, and we're just under \$10,000 away from our goal of raising \$100,000 by 2017. With your help, we can bring hope [#into17](#), and help more people who are struggling to find their way. (Link in Profile)

rissxann So wish I could help. I pray you will reach the goal soon 🙏🙏🙏

dmk.creativeyouth 💜

vxla @liane__z



Add a comment...

...

COMMUNITY STORY

Influential and well-respected community members.

Community partners.

Legislators, politicians, media personalities.



The Night Ministry

November 29 at 8:24 PM · 🌐

...

As an emergency room physician, Dr. Claudia Beals has firsthand knowledge of the intersection between homelessness and the health care system.

Dr. Beals, who joined The Night Ministry's Board of Directors this year, trained in emergency medicine in the South Bronx, where she encountered individuals experiencing homelessness who came into the hospital, often for a safe place to sleep.

"During my residency, we would actually set up an area in the front hall of the hospital for the homeless with food and blankets," Dr. Beals said. "Security would wake them up early in the morning to leave before the hospital administration came in. We offered clothes and packed breakfast and lunch for them to take when they left."

After finishing medical school in Chicago in 2003, Dr. Beals first trained in internal medicine but decided it wasn't the best fit for her. She then trained in ER medicine at New York's Lincoln Medical and Mental Health Center, which is similar to Cook County's John H. Stroger, Jr. Hospital in Chicago.

"What draws me to emergency medicine is the fast pace and the variety of patients," she said, "and the ever-changing environment of the emergency department."

Dr. Beals, who practices at a number of emergency rooms in Indiana, Illinois, and Missouri, was recruited for The Night Ministry's Board because of her medical background and passion for service.

"I'm a physician," she said, "and most of us have a calling to help others."

Dr. Beals believes her medical knowledge and experience can help advance the agency's Health Outreach programs. "I would like to give my perspective to help Street Medicine and possibly find additional medical volunteers for the Health Outreach Bus," she said.



Volunteer Spotlight

Boys & Girls Clubs of the Austin Area



Texas Bluebonnets



bgcaustin

Following

bgchouston, hollywood12, mrs.kriegel 29w
and gogogretch like this

bgcaustin For the past year and a half, the Texas Bluebonnets have volunteered with our Webb M.S. Club. These friendly and helpful gals teach Top Chef, and are always willing to assist Club events. The kids loved their company at last year's Fall Festival and Club Carnival during BGC Week this March. Thank you, Texas Bluebonnets, for your investment in #Greatfutures!



Add a comment...





43 likes

pinestreetinn Jessie recently moved into his own apartment but had no furniture. Our friends @mybobs donated all the furniture for his new place. "I can't believe I have this great apartment and this beautiful new furniture! I am so, so happy and grateful!" #newhome #newfurniture #gratitude #generosity

“SO, TELL US YOUR STORY...”



What is your favorite memory?

How has our organization made you feel?

How did you feel when you first discovered us?

What is one reason that you continue to support us?

What impact have you witnessed in the community because of our work?

WHERE ELSE TO FIND STORIES?

Review all print materials and collateral.

This includes annual reports, grants, event programs, press releases, brochures, etc.

Re-examine past and present events.



Peabody Essex Museum

Sponsored • 🌐

Happy **#GivingTuesday**! Julia Scherer-Hoock from our Development Team writes about her experience seeing PEM's inspiring mission in action in today's blog post.

If PEM has enriched your life or the lives of your loved ones, consider contributing to our vibrant programming at the link below! http://pem.org/support/annual_fund_giving_tuesday



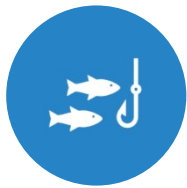
#GivingTuesday | Connected | Peabody Essex Museum

connected.pem.org

HOW TO CRAFT STORIES IN A COMPELLING WAY



5 ESSENTIAL BUILDING BLOCKS OF STORIES THAT CAPTIVATE AND PERSUADE



HOOK



CHARACTER



STAKES



DETAILS



CALL TO
ACTION

September 23, 2013

Dear Julia

Sometimes one of our young people says something that stops me in my tracks. That happened last week, when Josh, our program director told me of his conversation with Michael. They were at the doctor's office because Michael wasn't feeling well. While waiting their turn, Michael turned to Josh and asked,

"If I died, who would come to my funeral?"

Michael wasn't joking. Not even close. His heartfelt question accurately reflected his situation. He and Josh knew the answer was grim.

No child should ever have to wonder about the answer to that question.

The young men and women who come into Plummer's programs often have been bouncing around the foster care system for years. During that time, they have lost touch with siblings and extended family. Sometimes they don't even know if they have family. And because they've been moved from place to place so frequently, they haven't developed ongoing, supportive relationships.

The result can be one of almost total isolation.

That time I almost died in Honduras

October 16, 2018 | Mary Speta, Development Director



"We have to go. Now." I don't remember who said it, but it made the reality of the situation hit like a rocket. From where I was lying, I could only see the ceiling and a few heads bobbing around the room. It began to dawn on me that this was worse than just a bad case of the flu.

Everything hurt – the kind of hurt that makes a broken arm seem like a paper cut. Within 36 hours I went from having a blackout to complete paralysis. No one knew what had happened. I couldn't move anything, but the level of pain was beyond anything I knew existed. All I wanted was to be held and told that everything was going to be okay, but the pain prevented any human contact from lasting more than a few minutes.

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Meet Elena.



Elena is a single mother of two young boys. When her car broke down, she struggled to come up with the money for repairs so that she could get to work each day. With her savings spent to fix the car, she had trouble putting food on the table and turned to JF&CS for help.

Story published with
EXPOSURE

ENJOY 140

HEATHER'S STORY

How meals in every Arkansas county are changing the lives of those who live there.



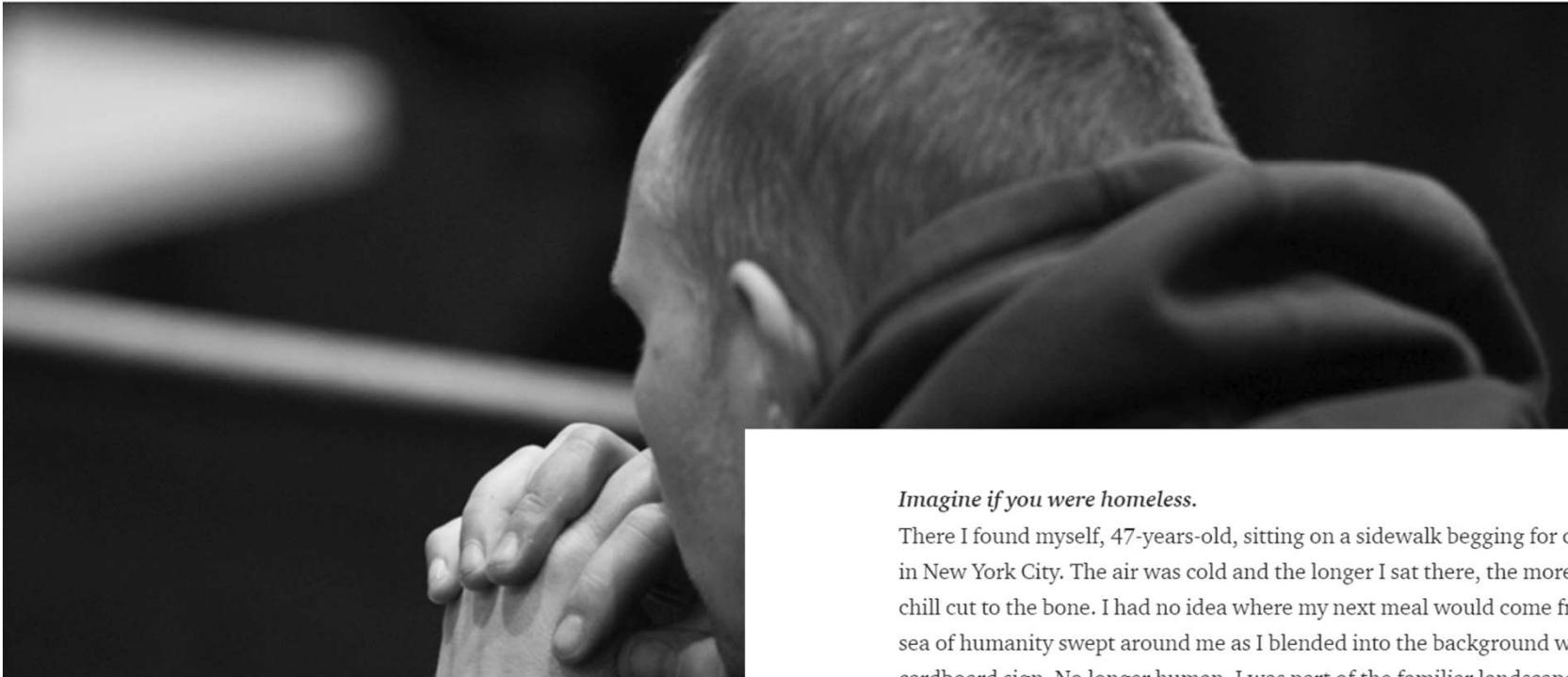
By **NO KID HUNGRY**

CONTRIBUTED TO **CAUSES, COMMUNITY & HUMANS**

JULY 17TH, 2014

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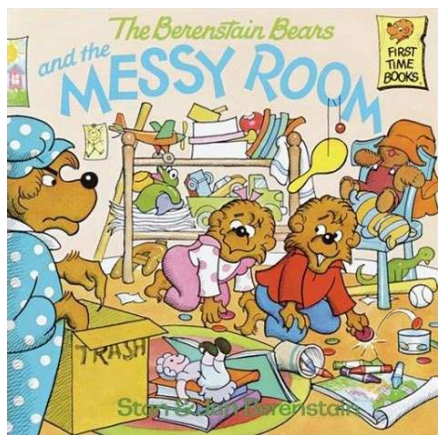
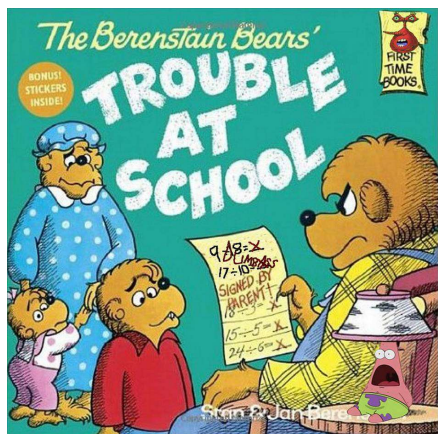
Imagine if you were homeless.

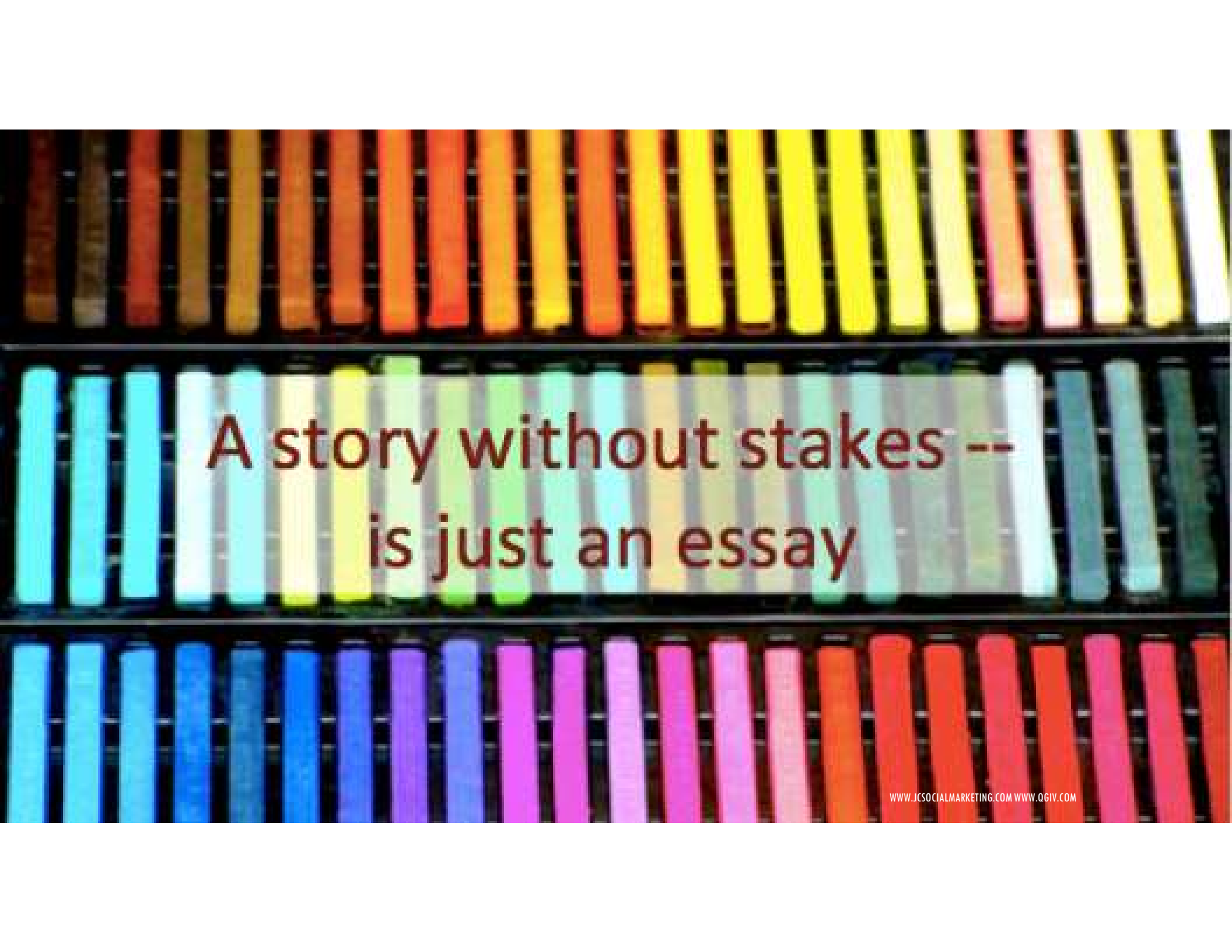


Imagine if you were homeless.

There I found myself, 47-years-old, sitting on a sidewalk begging for change in New York City. The air was cold and the longer I sat there, the more the chill cut to the bone. I had no idea where my next meal would come from. The sea of humanity swept around me as I blended into the background with my cardboard sign. No longer human, I was part of the familiar landscape of this renowned city. They say that if you can make it here, you can make it anywhere. I found myself amongst those who blended into the background, like part of the concrete, because they definitely weren't making it and there was no light at the end of the tunnel either. How did I find myself here?







A story without stakes --
is just an essay



What do you want people to do?

What do they need to believe and feel in order to do it?

How can storytelling make them believe and feel that way?

INSPIRE

Join us.

Join the movement.

Help children like Kate.

We can do this.

Let's work to stop this.

Let's solve this together.





HOW TO SHARE THE STORIES FAR AND WIDE

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YOUR STORIES ARE THE GOLD.



“Think of the story itself as gold.



You mine the gold, you capture the story.



Then you bring it back to your office and you need to pound that gold into difference shapes and sizes, depending on whom you’re talking to, or also where you’re telling it.”



~Andy Goodman



MEET CAROLE

"Back on My Feet helped me with discipline, responsibility, and confidence. Running with the team helps me feel so much better about myself and led to a full-time job at Accenture!" -- Carole



MEET JAMES

"I really enjoy my job; every aspect of it. It's a lot of hard work and I work long days but I wouldn't want it any other way. And I appreciate Back on My Feet's helping me find employment and helping me reach so many goals that I never thought were possible!" - James



MEET SAMUEL

"It's about running, but it's bigger than running, because the program helps you get your life back together." – Samuel

Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources.

YOUR WEBSITE

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"Moving in to this place means freedom."

Don, a Boston native, returned home after 32 years to deal with health issues. After hitting rock bottom and experiencing homelessness, Don settled in one of Pine Street's permanent supportive housing locations.



"It made me feel so good to move in."

Our Outreach team met Christine on the streets, and talked to her at length about coming in to shelter. They told her about a house in JP where she could live if she worked to get sober. Finally, she said yes.

EMAIL



WEEKLY NEWS

Featured patient story



Sweet 16 at St. Jude

Patient Anna wasn't able to celebrate her 16th birthday at home. Instead, a group of friends from her hometown made the journey to St. Jude, making her birthday a sweet success. [Read her story.](#)



My name is Sharon and I am one of the counsellors at WAWAW.

I work directly with the women who have had all aspects of their lives disrupted by the horrific act of rape and sexual assault.

Many women coming to WAWAW for the first time are initially curious or nervous about counselling. I often describe our space for women who may be apprehensive, as being very much like a living room. Our counselling rooms are purposely cozy and furnished with oversized chairs. In our support group space, the set-up of the five couches in a circle surrounding a coffee table brings us to a felt sense of home, which for some women may be their first safe experience. **It is in this space that we provide women with 45 support group sessions and 584 one-to-one counselling sessions each year.** Our space is well-used, and needless to say, well-worn.

As a counsellor at WAWAW I work to make the strength and resilience of women visible to themselves and the world, and **I want this bravery to be illuminated not only in the content of the counselling sessions but also in the physical space that holds the women during their sessions.** We are already recognized for our excellent services by the community including our clients, but we need your help with our physical space.

"I felt safe and supported by my fellow group mates and group leader. I gained more strength with each discussion. Felt part of something and connected with other women"

WAWAW Support Group Client



Donate

What your Gift Can Do?

\$30 can provide **1** hour of Direct Service for a Survivor of Sexual Violence

\$100 can provide **4** hours of Crisis Line Support

\$250 can accompany **4** survivors of sexual assault to the hospital

\$500 can provide support group counselling for **8** Survivors of Sexual Assault

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Specific call-to-action



feedingamerica "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." - Deborah. To support families like Deborah's, visit the link in our profile.

cillasflowers 🙏

kickzstartnonprofit ❤️❤️❤️

quickwitsocial 🙌🙌



317 likes

AUGUST 23

Like to like or comment



STORYTELLING TIP

Ask the following:

What is the problem being presented?

What is the urgency?

What are some frequently asked questions about this problem?

What are some persistent myths or stereotypes that need to be addressed?

Addressing common misconceptions about the people you serve is a great way to figure out a trajectory for the story!





Part Two: Meet Violet's team of doctors

Drs. Meara, Proctor and Weinstock had treated many children with complex craniofacial anomalies before they met Violet. Violet benefitted from her doctors' collective expertise and their access to cutting-edge technology at Boston Children's. Her team used 3D-printed skull models to prepare for her surgery long before ever meeting her face to face.



Part One: The journey begins

Violet's parents, Alicia and Matt, learned that their unborn daughter had a rare and dangerous facial birth defect when Alicia was just 16 weeks pregnant. What compelled this Oregon couple to undertake a cross-country trip to Boston to seek treatment for their daughter?

STORYTELLING TIP — TELL IT IN PARTS!

STORYTELLING TOOLS

Canva – https://about.canva.com/en_in/canva-for-nonprofits/

WordSwag mobile app – <http://wordswag.co/>

Adobe Spark – <https://spark.adobe.com/edu/>

Animoto (video) – <https://animoto.com/business/non-profit/>

Typito (video) – <https://typito.com/nonprofit>

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**BATTLE-TESTED
TOOLS
TO ROCK YOUR
DIGITAL
STORYTELLING**

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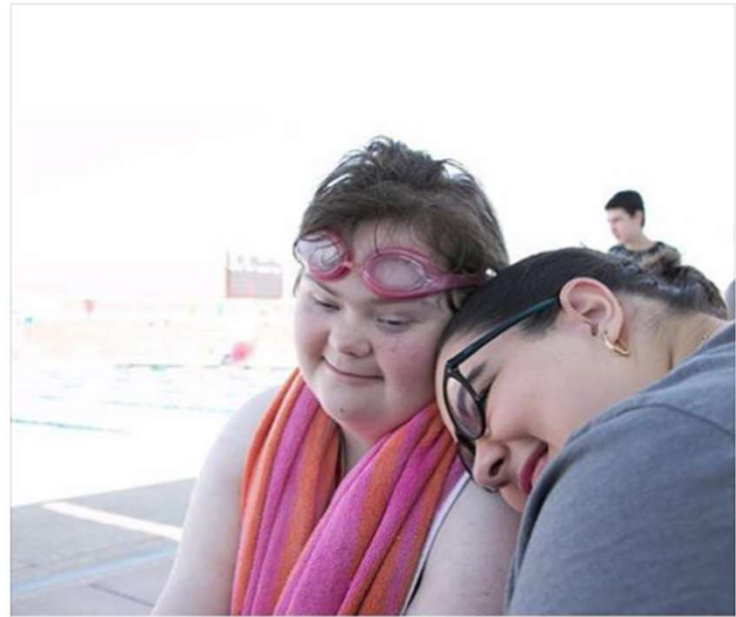
DIGITAL STORYTELLING CONNECTS THE DOTS FOR YOUR SUPPORTERS.



Best Buddies International

October 11 at 8:13pm · 🌐

"The best decision I ever made was joining Best Buddies in 8th grade. 7 years and counting with this gem💖💖" - Jacque Kaercher



jacquekaercher

👍 Like


💬 Comment

➦ Share

☰ Buffer

✉ Hootlet



A black and white portrait of Maya Angelou, an elderly woman with short, curly grey hair, wearing a dark, ribbed top, a pearl necklace, and a pearl earring. She is looking directly at the camera with a slight smile. The background is dark and out of focus.

PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

The Restaurant Boss

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