

## MODERN DAY STORYTELLING CHEAT SHEET

Tell your organization’s story. Educate your audience about your mission and work. Engage people in conversation with images and well-written content. Here’s a brief list of do’s and don’t’s to post near your desk and keep handy.

<b>THE FACE BEHIND THE LOGO</b>	<p>For person managing the accounts...</p> <ul style="list-style-type: none"> <li>• <b>Keep personal &amp; biz accounts separate.</b></li> <li>• Be engaging and respond as quickly as possible.</li> </ul>
<b>USE IMAGES AND STORIES</b>	<ul style="list-style-type: none"> <li>• Images tell the “story of one.”</li> <li>• Images receive more engagement.</li> <li>• Images help educate audience about your mission.</li> <li>• <b>Stories? Yes please! Excellent way to connect with audience, educate, raise awareness, have fun.</b></li> </ul>
<b>HASHTAGS</b>	<ul style="list-style-type: none"> <li>• Research and use hashtags relevant to your NPO.</li> <li>• Stay on top of trending hashtags. If relevant to your NPO, join the conversation.</li> <li>• Use dedicated hashtags for campaigns.</li> </ul> <p><b>&lt; WARNING &gt; Research WHY a hashtag is trending before joining the conversation. It might not be what you think!</b></p>
<b>TIMING- READ THE ROOM</b>	<p>In a time of tragedy...</p> <ul style="list-style-type: none"> <li>• NOT a time to be pushing your mission, unless related to tragedy &amp; your NPO can offer help to those affected.</li> <li>• <b>Offer sympathy.</b></li> <li>• If you have scheduled posts, immediately stop them. Everyone’s feed will be concentrated on the breaking news. Wait until it’s a little quieter.</li> </ul>
<b>CREATIVE &amp; HUMOROUS</b>	<ul style="list-style-type: none"> <li>• <b>Humor &amp; creativity engage and connect with audience.</b></li> <li>• Stay on top of trending topics &amp; popular culture for opportunities to engage audience.</li> </ul>
<b>DIVERSITY</b>	<ul style="list-style-type: none"> <li>• Reach out to EVERYONE in your audience.</li> <li>• Be ready for upcoming religious/national holidays.</li> <li>• <b>Find someone to review posts before posting.</b></li> </ul> <p><b>&lt; WARNING &gt; Use Google Translate? Heck no. Ask someone.</b></p>
<b>TAKOEVER OF YOUR SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Audience sees your NPO thru someone else’s eyes.</li> <li>• <b>Excellent way to include supporters.</b></li> <li>• Reach larger and new audience.</li> <li>• Educates audience about your mission and who you help.</li> <li>• You <b>MUST</b> have rules for posting set out in advance.</li> </ul>
<b>COPYWRITING</b>	<ul style="list-style-type: none"> <li>• <b>Write it, sleep on it, rewrite it, collaborate.</b></li> <li>• Made a mistake? Own it, apologize, remove post, explain why it happened, ensure it doesn’t happen again.</li> <li>• Review ads &amp; campaigns. Have at least a second pair of eyes review. Then hit “submit.”</li> </ul>