



*Storytelling*  
**Leveraging Social  
Media for Impact**

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# OBJECTIVES OF THE SESSION

- 1) To explore the potential of social media as a powerful tool for driving social impact, and highlight how storytelling and community mobilization can be leveraged to create positive change.
- 2) Equip Fellows with the knowledge and skills needed to develop effective social media strategies for social change, leveraging key principles such as audience targeting, content creation, and measurement and evaluation to maximize impact and reach.
- 3) Inspire Fellows to become proactive agents of social change, leveraging the power of their voices and actions to drive positive impact through social media, and empowering them to recognize their potential to make a difference in their communities and beyond.







# About The Session

*Structure of session: 45 mins presentation & 15 mins Q&A*

## **SECTION 1: THE BASICS**

- What is social media?
- What is social impact?
- How do the two come together?





# About The Session

## **SECTION 2: DEVELOPING EFFECTIVE SOCIAL MEDIA STRATEGIES FOR SOCIAL CHANGE**

- The Art of Storytelling (using social media)
- The Art of Community Mobilisation
- Strategic Targeting

## **SECTION 3: BECOMING PROACTIVE AGENTS OF SOCIAL CHANGE**





# The Basics

## ...Getting Started



### **What is social media?**

Internet-based form of communication that lets people instantly generate and share ideas, opinions, and information through online networks and communities.

*(University of South Florida, Marketing 2023)*





# The Basics

## ...Getting Started



### **What is social impact?**

Significant or positive changes that improve well-being and/or address social injustice and challenges

*(Duke University, Career Hub 2021)*





# The Basics

## How do the two come together?

Social media platforms allow people to access information in real time, to connect, and to find niche communities. It has helped many individuals find common ground with others online, making the world seem more interconnected and within reach.

*(Investopedia, Social Media Definition, Effects, 2023)*

***Example: Dove Real Beauty Sketches Campaign***







## 2. DEVELOPING EFFECTIVE SOCIAL MEDIA STRATEGIES FOR SOCIAL CHANGE

### The Art of Storytelling (using social media)

#### 5 Elements of a good story

1. Intriguing plot (flow of events)
2. Deeply relatable characters/situations
3. Point of view (*what is your assignment: are you a teacher? Are you a shepherd. This will determine the tone*)
4. Style
5. Theme

**Read More:** *CAPTURING THE ART OF STORYTELLING: TECHNIQUES & TIPS* by Sean Glatch | April 13, 2023 [www.writers.com/the-art-of-storytelling](http://www.writers.com/the-art-of-storytelling)





# The Art of **STORYTELLING**

Tips and tricks of telling stories through film and animation with emerging story arcs.

Great storytelling takes us on an emotional rollercoaster, building up to an emotional peak and then dropping us down.

## Emerging **STORY ARCS**

Emerging story arcs build emotion earlier for audiences with short attention spans.

Build emotion  
**EARLIER**

**DISRUPT**  
the norm

Delay  
**EXPECTATIONS**

Create  
**CONFLICT**

## Film **TECHNIQUES**

**CONTRAST**  
colours

**PACE**  
the film quickly

**FRAME**  
subjects tightly

**COMPOSE**  
with emotion

**SUPERS**  
be unmissable





# DEVELOPING EFFECTIVE SOCIAL MEDIA STRATEGIES FOR SOCIAL CHANGE...

## The Art of Community Mobilisation (using social media)

1. Niche
2. Stakeholder mapping (interest vs power/hierarchy)
3. Time
4. Resources
5. Expected outcomes

*Read more: (2021) The Role of Online Media in Mobilizing Large-Scale Collective Action (Z. Chen, P. Oh, A. Chen)*







# DEVELOPING EFFECTIVE SOCIAL MEDIA STRATEGIES FOR SOCIAL CHANGE...

## Strategic Targeting

1. Audience groups: *Who are you looking to walk your social impact journey with? Think of it from the entire path*
2. Channels
3. Timing
4. Messaging

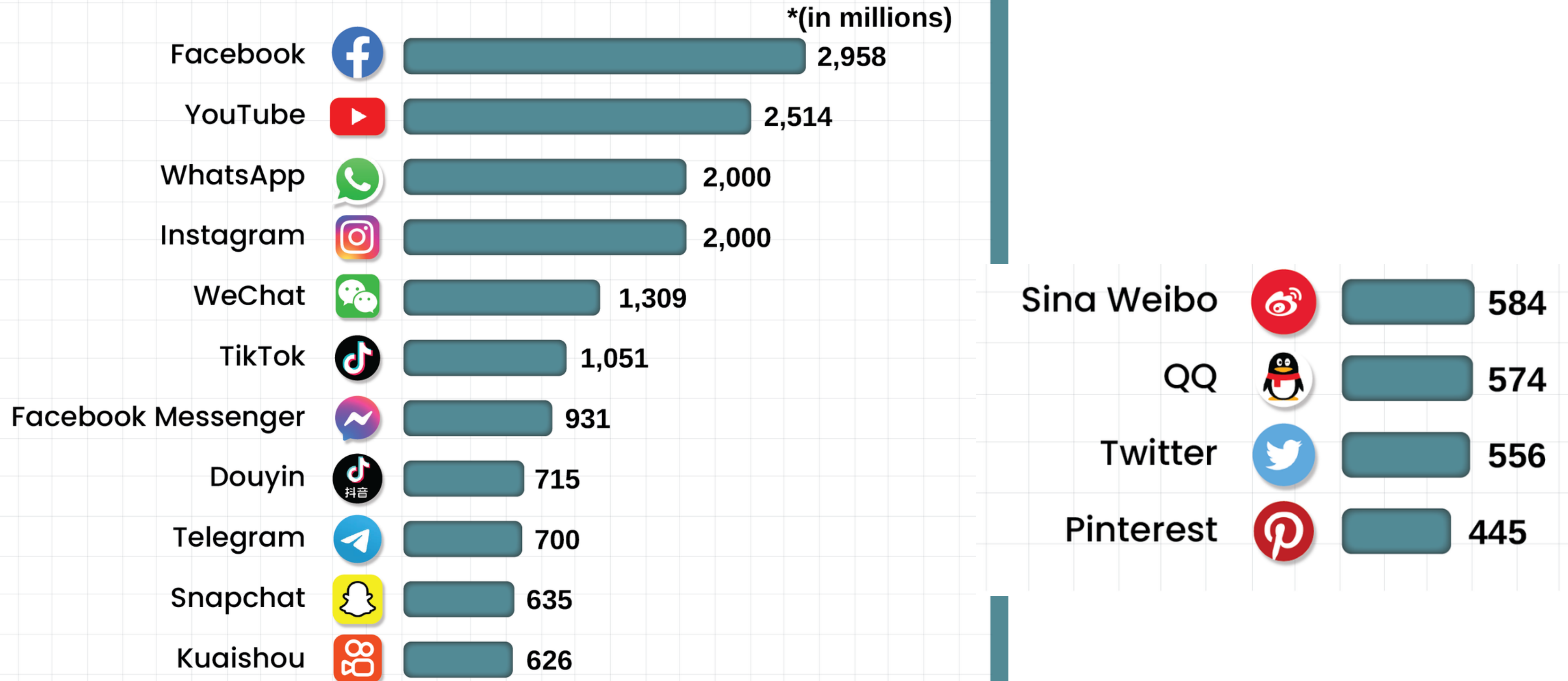




# Most Popular Social Media Worldwide

Ranked by number of monthly active users

**\*As of January 2023**







### 3. BECOMING PROACTIVE AGENTS OF SOCIAL CHANGE



1. Trust - People Do Business With People They Know, Like, Trust and Value which are all founded on:
2. Visibility/proactiveness
3. Character (integrity & respect)
4. Authenticity
5. Consistency





Thank you!

Q & A







Let's Chat



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