CONNECTING YOUR CAUSE

TOOLS FOR DIGITAL STORYTELLING
AMY JAKOBER
Senior Communications Officer
First Nations Development Institute

As the Director of Communications for First Nations Development Institute, Amy’s role is to share news and highlights about First Nations and our grantees. With over 20 years of experience in communications, marketing, copywriting, and editing in both corporate and nonprofit sectors, Amy joined First Nations in 2020 after years of writing for the organization on a freelance basis. Amy’s most recent position was owner/principle of Amy Jakober Communications, specializing in writing and content creation. Before that, she served in multiple roles at American Humane Association, including senior philanthropy officer, director of communications, and communications manager. She has a Bachelor of Arts from Southern Illinois University at Carbondale.

ALICIA KOVALCHECK
Digital Communications Manager
First Nations Development Institute

Alicia Kovalcheck joined First Nations in June 2022 as the Digital Communications Manager. Prior to this role, she worked as the Creative Services Manager for the YMCA of Metro Denver, where she stewarded a nationally recognized brand across over 40 wellness and program locations, connected members and donors to mission-driven impact, and lead LGBTQ+ inclusion initiatives. Alicia holds a Bachelors of the Fine Arts from the University of Michigan, where she began her design and communications career at The Michigan Daily.
CONNECTING YOUR CAUSE: TOOLS FOR DIGITAL STORYTELLING

BREAKING IT DOWN

• We all strive to connect our cause with the people we want to reach. We do this for greater awareness, engagement, investment, and support. We want to share what we’re doing and why!
• Our stories provide that connection. By telling stories, we describe at once: Our mission, our work, our approach, and our impact. We set a positive, strengths-based narrative, and we celebrate success.
• We can tell these stories consistently, efficiently, and compellingly using digital communications.

WHY DIGITAL?

We live in a digital world.
Today, 93% of American adults use the Internet.¹

It’s standard among nonprofits.
89% of nonprofits report that digital communications are critical to achieving their mission. And, nonprofits outpace the private sector when it comes to digital engagement, reporting that 65% of their engagement with program beneficiaries is digital.²

TAKEAWAYS FOR THIS GUIDE

Digital communications can be a daunting subject, and everyone may be at a different stage in their marketing and communications work. We’re all at different stages of capacity. We all have different goals, and everyone’s situation will be unique. But it is our hope that you’re able to leave with valuable takeaways, including:
• An understanding of digital storytelling
• Real-life examples of how organizations are using digital storytelling to connect their causes with their constituents
• Next steps to hit the ground running – tangible actions items you can implement within your current capacity and scope
• A feeling of excitement and energy – you will have the tools to start where you are, tell your story, and connect your cause with the people you want to reach.

¹ “Internet/Broadband Fact Sheet,” Pew Research Center, 2021
² “State of Nonprofit Digital Engagement Report,” Twilio, May 2022
“We all begin with a story. It is through story that we are connected, not only to each other, but also to our homes, to our lands, to our communities, to our people, to our past, and to our future grandchildren.

It is the collection of stories that we are able to hear and witness that will make the whole of our lives and define the shape and character of our community.”

— A-DAE ROMERO-BRIONES

“In marketing, storytelling is the practice of building a series of consistent narratives that help position your brand over time.

The stories you tell center around your program participants, the problems you solve for them, as well as your organization’s culture and experience.”

— AMERICAN MARKETING ASSOCIATION
Digital tools connect our stories to our causes.

**Storytelling can boost conversion rates by 30%**.¹

For every story, there is the storyteller. There’s the power of the actual story. There’s the audience. And there’s the action. There is an outcome of storytelling that affects the storyteller and the audience. The connection makes people react, feel, learn, or change. When we tell stories, we share ourselves and we make something happen. Digital storytelling unites you and your story with your audience, and prompts them to take action.

**THE STORY:**

The parts of any story include **characters, context, conflict, and change**.

In your marketing story:

- **Your main character might be your organization, or your program participants.**
  
  Who is the story happening to?

- **Context is your setting.** Where does your story take place?

- **Your conflict is the unmet need that your main character is experiencing.**
  
  Your organization enters to solve that conflict. A conflict is anything your character faces that they must overcome. This is what makes stories interesting. Would you want to see a movie where nothing happens to the main character? No. Something has to happen.

- **Change is what happens once the conflict is resolved.** Your character, in the context that they’re in, experiences a conflict that causes them to do something to overcome it. Change happens. Action is taken. The character evolves. This could be sign-ups,

---

¹ “Internet/Broadband Fact Sheet,” Pew Research Center, 2021

² “State of Nonprofit Digital Engagement Report,” Twilio, May 2022
ABOUT CONFLICT:

Storytelling is about capturing attention and engaging your audience through a compelling tale. Conflict has a negative connotation, which is great for fiction.

But in your storytelling, the conflict is more situational and aspirational. Your storytelling is strengths-based: It emphasizes the positive attributes of your character, and your organization brings about change by recognizing the character’s capacity, skills, knowledge, and potential.

TRIBAL CONSIDERATIONS:

- **LAND ACKNOWLEDGEMENT** – When telling your story on ancestral homelands other than your own, it is appropriate to first recognize the history of the land and its people.
- **GATHERING** – How we gather to share our stories might look different (powwow, potlatch, giveaway, feast, council, etc.) but there is similarity in that coming together is rooted in our cultural identity.
- **DIVERSITY** – With over 574 federally recognized tribes, 63 state-recognized tribes, and over 400 non-recognized tribal entities across the United States, it is important to give a reminder that each entity is unique. It is also important to recognize entities by using the correct name.
- **TIME** – Allow space for questions and comments from your audience. Also, create time and space for people to write and share their stories in their own language.
- **GIFTS** – When you listen to people share their story, it is important to acknowledge their time and knowledge with a gift.
- **RECLAIMING NATIVE TRUTH** – We are the authors writing and telling our stories, we can work collectively to increase Native American visibility in a good way.4

4 “Reclaiming Native Truth: A Project to Dispel America’s Myths and Misconceptions,” First Nations Development Institute, 2016
THE STORYTELLER
As the storyteller, you are:

- **PERSONAL** – You are sharing a story from a personal perspective or experience.
- **AUTHENTIC** – You are real and trustworthy, and it comes out in your tone and voice.
- **KNOWLEDGEABLE** – You know your organization and program, and you share your story with confidence.
- **RELATABLE** – You know your audience and you know what they may be experiencing. You do not use jargon and internal messaging. You make it easy for people to understand.

THE AUDIENCE
When telling your story, focus on your audience. Who is your audience, and how do they find your story?

- **PROGRAM PARTICIPANTS** – Internet search, website, social media, email
- **FUNDERS** – Direct links to online content, press releases, email
- **DONORS** – Third-party sites, social media, email
- **PUBLIC** – Internet search, website, social media
- **STAFF** – Website

TAKING ACTION
What action do you want your audience to take when they hear your story?

- **LEARN** – Discover additional information about your organization or related topics.
- **ADVOCATE** – Take action in support of a cause or goal.
- **DONATE** – Financially support your mission.
- **SIGN UP** – Register for a class, program, or event.
- **SHARE** – Tell family and friends about your organization in-person or online.

FURTHER LEARNING: Please see Activity 1 in the Workshop Appendix (page 24) to identify your audiences and learn how to adapt your storytelling for each for maximum impact.
The subject of what makes a great site and all the ways you can improve your site is broad. There is a lot to learn, share, and know. The purpose of this guide is to talk about your website on a very high level, and to assert the importance of having a proper, professional website. Your website is often your first impression and the first place audiences will look to learn about who you are and what you do.

- **IDENTITY** – Seeing your logo, colors, and identity consistently on your website all add to your credibility. Your website is a reflection of your staff, programs, professionalism, and ability to achieve your mission.
- **CONTENT** – Your website is where you can find information, news, program descriptions, blogs, and promotional material. This also includes your stories.
- **VISABILITY** – Your website is a vehicle for advertising through SEO and direct links.

All these elements culminate in engagement.

**CREDIBILITY**

Your website establishes your credibility as the storyteller. Potential participants, funders, donors, and community members will look for your online presence to get a feel for your organization.

Look at your current website and challenge yourself to see it as your audience might. Are you legitimate? Are you serious? Are you professional?
WEBSITE CHECK:

Before you consider your website’s role in storytelling, consider the current state of your website. Do you have one? If not, consider the following platforms when getting started:

<table>
<thead>
<tr>
<th>WEBSITE BUILDER EXAMPLES</th>
<th>CMS SYSTEMS EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wix</td>
<td>CMS Hub</td>
</tr>
<tr>
<td>WordPress.com</td>
<td>WordPress.org</td>
</tr>
<tr>
<td>Squarespace</td>
<td>Adobe Experience Manager</td>
</tr>
<tr>
<td>Weebly</td>
<td>Magento</td>
</tr>
<tr>
<td>Site123</td>
<td>Joomla</td>
</tr>
<tr>
<td>GoDaddy</td>
<td>Drupal</td>
</tr>
<tr>
<td>Webflow</td>
<td>Sitecore</td>
</tr>
</tbody>
</table>

**Website Builders** are computer programs that give you templates, themes, and the ability to drag-and-drop content to create your own site from scratch. **Content management systems (CMS)** allow you to manage the content and have more flexibility and ability to customize your site. Some products, like WordPress, can work as both a Website Builder and CMS.

If you already have a website, use the following checklist to evaluate it and identify areas of growth:

- Does it link to your social media accounts?
- Is your URL short and easy to remember?
- Does it have your logo on it?
- Have you proofread your text for typos and grammar errors?
- Is it easy to navigate?
- Is it easy to find you?
A WEBSITE IS MORE THAN A FACEBOOK PAGE

Due to constraints, organizations may opt to create a Facebook page in lieu of an actual website. Here’s why you need a website, too:

• You don’t own your Facebook page – Facebook does. If it goes down, it takes down your page and your stories.
• Facebook has SEO limitations. Most people turn to search engines over social networks to find information. And with a website, you have a greater ability to attract your audiences.
• A Facebook page and other social media should support your website – not replace it.

Your website is your property, and you get to decide – rather than social media platforms or third-party reviews – what you publish. You are the teller of the story, and your website is your vehicle.

TELLING YOUR STORY ON A WEBSITE:

A story, a website. Now what? There are many ways to use your website for storytelling, including through impact stories, blogs, and video.

IMPACT STORIES

This form of storytelling is educational, digestible, and flexible.

For First Nations, impact stories use the power of an experience to illustrate the work of our community partners, going beyond program descriptions or grant applications.

They provide long-form text that can be customized for different uses, including social, funder reports, or other materials like Annual Reports.

Impact Stories are more personal and engaging. They help people understand the impact of your work.

Check out this example featuring First Nations’ partner, ‘O Maku’u Ke Kahua Community Center.5

5 “Guided to Learn, Inspired to Thrive,” First Nations Development Institute, 2022
BLOG STORIES:
Blog posts provide a channel to build authority for your organization. You can showcase leadership, weigh in on an issue, or provide professional expertise.

Blog posts also help you engage your audience by revealing the personality of the writer. Blog posts also provide regular and more website content, which drives traffic to your site.

Check out this example by First Nations’ partner, Redbud Resource Group.6 Their blog posts show personal perspectives, highlight program participants, and provide links to additional resources.

VIDEO STORIES:
Both educational and entertaining, video storytelling lets you tell your story more dynamically and can feature more memorable and impactful imagery.

Check out this example featuring First Nations’ partner, Hōlani Hāna.7

First Nations created this video to highlight the personal story of the organization’s executive director. It connects viewers with Hōlani Hāna’s cause and shows the impact of First Nations’ support.

FURTHER LEARNING: Please see Activity 2 in the workshop appendix (page 25) to revisit your audiences and consider how they’re experiencing your story through your website.

6 “Blogs,” Redbud Resource Group, 2023
7 “Creating Green Jobs at Hōlani Hāna,” First Nations Development Institute, 2023

www.firstnations.org
Via email, you can speak directly to your constituents and drive traffic to your website. Benefits include:

- **CADENCE** – Communicate on a regular basis.
- **CONTROL** – You can control the email list.
- **MEASURABLE** – You can measure response via open rate, clicks, unsubscribes, and more.
- **GROWTH** – You can work to grow your audience.

**WHERE TO START:**
There are many email marketing platforms, including:

- Mailchimp
- Constant Contact
- Brevo (Send in Blue)

**WHAT TO LOOK FOR:**
When selecting a platform, prioritize the following options:

- Constant management – Does it come with a way to manage your contacts or can it integrate with your own contact management systems?
- Basic list segmentation
- Email templates
- Email scheduling
- More robust features if needed, such as e-commerce or personalization
LEVERAGE YOUR STORIES  
**BY PUBLICIZING THEM**

Press releases exist to share newsworthy information about your organization. Benefits include:

- **MEDIA** – They help you establish a presence and a good relationship with the media.
- **CONTROL** – You can control the narrative. You’re getting out in front of a story and setting the tone for what you want to say.
- **WEBSITE VIEWS** – You can drive traffic to your website. All press releases direct audiences back to your website, and that means more users and more visibility.

**WHERE TO START:**

- All press releases have the same components. Reporters expect news stories to come in this form, which speaks to your professionalism and credibility. All releases have a headline, a cutline, a byline, a lead (the first one or two paragraphs that explain the who, what, where, why, how and what for), as well as a boiler plate, which briefly explains who your organization is and what you do.
- Create your press release to your media list via email. You can go through a formal service to send a press release “over the wire,” or cultivate a list on your own with some website research, looking for the reporter, contact information, and beat.

Follow up with a phone call or email. Journalists get bombarded, so establishing yourself as a contact or making yourself available for questions can increase the chances of your story getting “picked.”

**PRESS RELEASE EXAMPLE**

Check out [this example](#) of a press release about First Nations’ Native Language Immersion Programs.
Social media can help you engage with your supporters and tell stories about the impact of your work. Benefits include:

- **AWARENESS** – Connect with existing supporters, help new supporters discover your cause, and spread awareness about issues that matter to you and your organization.

- **DEVELOPMENT** – Drive fundraising, both directly and indirectly. It’s a great opportunity for donor stewardship because your supporters can see their dollars in action.

- **ENGAGEMENT** – Build relationships with your supporters and community, and provide a platform for interaction through comments, messages, shares, tagged content, and more.

**ENSURE YOUR ORGANIZATION’S FUTURE SUCCESS:**

Storytelling on social media is critical to growing your audience – and supporters – for years to come.

In 2017, **69% of millennials** posted or shared social media content to support a nonprofit. **48% of Gen Z** and **41% of millennials** use social media as their preferred destination to find information on causes and organizations. For these youngest adult generations, social media is a favored form of communication, especially from nonprofits. Many discover new causes to support through these networking platforms, and expect regular updates from brands alongside digital content from their friends and family.

Why does this matter? **Millennials are the largest generation in the U.S. and Gen Z is the second largest.** Therefore, these groups are crucial to your continued growth and must be included in your communications strategy.

---


9 “Next Generation of Giving,” Blackbaud Institute, 2018

10 “Resident population in the United States in 2022, by generation,” Statistica, 2023
While there are many platforms, some best practices are universal:

• **VISUALS AND TEXT:** For most platforms, success relies on a thoughtful balance between compelling visuals and interesting text.

• **ALGORITHMS:** Each platform uses internal rules and data to make decisions about what users see what content. This means certain types of posts, like videos, might get priority over others, and posts with more engagement will be shown to more people.

• **REPETITION:** Because of algorithms, only a fraction of your audience will see an average non-paid post, so consistency is key. Plan to post time-sensitive information several times leading up to the event, program registration deadline, or similar date instead of simply posting about it once and hoping it reaches most of your audience.

• **ANALYTICS:** Remember to periodically check your metrics surrounding audience growth and post success. All social media platforms offer metrics tracking for both individual posts and trends across selected time periods. Tracking increases or decreases in things like followers, engagements, shares, and impressions can help you gain insight as you set goals, and guide you in replicating successes.

• **COMFORT:** For any platform, a basic understanding of the interface is important. If you’re new to a specific platform that you want to use for your organization, consider creating a personal account to see how things work first if you haven’t already. This will help you gain confidence when trying something new.

• **INSPIRATION:** Find profiles of industry leaders and competitors to get inspiration for how to tell your stories on social media.

• **ADAPT:** Avoid posting the exact content on every platform you use. Instead, adapt it in line with best practices specific to each channel. A post that gains traction on Facebook will likely look very different than one that is successful on TikTok, for example. Even basic tweaks to appeal to different audiences can yield great results.

• **LEARN:** Every social media platform evolves with time. Best practices, algorithms, interfaces, and post types change over time. Stay up to date with these changes to keep your content relevant.
BEST PRACTICES

BY PLATFORM

Whether you’re just getting started, or looking to improve your existing strategy, there are six recommended platforms for your organization, tribe, or small business:

FACEBOOK

Fast facts:
• 93% of non-governmental organizations use Facebook.11
• The audience is made up of all ages, though tends to skew older.
• A great place to share events, updates, fundraising, images, and videos.
• As of 2023, Facebook is still the most-used social media platform globally, with nearly 3 million monthly active users.12

Best practices:
• Always include imagery or videos. Avoid text-only posts. Striking images or videos with bold colors can help drive engagement.
• Prioritize video content, and include captions when your videos feature a voice-over, as up to 85% of Facebook videos are watched with their sound off.13
• Don’t forget Facebook stories! These are posts that are available for only 24 hours, and have options for interactivity, such as polls.
• Add a call to action. This is most often a link to register, learn more, donate, or apply, but it can also be a teaser to generate interest in upcoming announcements or a request for users to share your post to gain traction.

INSTAGRAM

Fast facts:
• With over 61% of users between ages 18 and 34, Instagram’s audience skews younger.14
• This visually-focused platform prioritizes images and videos.
• Create a cohesive “grid” to grow your followers (pictured right).
• Recently, video watches, shares, and saves have been prioritized by the algorithm.

11 “Global NGO Technology Report,” Funraise & Nonprofit Tech for Good, 2018
12 “Facebook Users, Stats, Data & Trends,” DataReportal, 2023
14 “50+ of the most important social media marketing statistics for 2023,” Sprout Social, 2023
INSTAGRAM

Best practices:

• Because most types of Instagram posts cannot include live links, this platform is often best suited for building awareness and connecting with your audience. However, you can use links in stories, ads, and a single link in your profile. You can use this one link to send users to your website, or better yet – use a link aggregate tool, such as LinkTree or LinkInBio. Many have free options!

• Reels (the term for videos on Instagram) are prioritized by the algorithm.

• In 2023, Hootsuite reports that the best time to post photos is Wednesdays at 11 am, while the best time to post Reels is 9 am and 12 pm, Monday through Thursday.

• Use tags to get your posts in front of more users. Up to 30 hashtags can be added to the caption of photo posts and Reels. Avoid those with 500,000 or more posts. Use location tagging when appropriate on any post type. When posting reels, you can also select topics such as “wildlife” or “recipes” if relevant.

• Include at least one person in your posts when possible. Reels showing a person have a 25% clickthrough rate. Get your team involved!

X (FORMERLY TWITTER)

Fast facts:

• Twitter is now known as X. Since being purchased by Elon Musk recently, the platform is experiencing many changes.

• Content is short-form, with each post limited to 280 characters.

• The platform remains the 7th most popular social media platform globally despite recent controversies.

• Since the X rebrand, “tweets” are now called “posts,” and “retweets” are “reposts.”

Best practices:

• Posts on X can help drive traffic to stories posted on your website or even other platforms, such as YouTube.

• With X’s algorithm, posting multiple times per day will not lessen your reach.

• Use acronyms and abbreviations to keep your character count low.

• Need to share something that can’t be said in 280 characters? Try posting a thread. When composing your first post, hit the + button to add additional posts.

• Repost! Engage with your audience and share articles relevant to your cause.

---

15 “The Best Time to Post on Instagram in 2023 [Complete Guide],” Hootsuite, 2023
17 “29 Twitter Stats That Matter to Marketers in 2023,” Hootsuite, 2023
**LINKEDIN**

**Fast facts:**
- This platform is focused on professional networking and career development.
- LinkedIn is favored by urban and suburban dwellers\(^\text{18}\), and more than 50% of users have a bachelor’s degree and earn $75,000 or more yearly.\(^\text{18}\)
- Using images in your posts results in a 98% higher comment rate.\(^\text{19}\)
- Video gets 5x more engagement on LinkedIn.\(^\text{19}\)

**Best practices:**
- Fill in all the information including your logo, overview, organization information and so forth. Pages with complete information get 30% more weekly views.\(^\text{19}\)
- Use 3-5 relevant hashtags on posts.
- Brands can thrive on this platform by featuring their staff and focusing on news relevant to their industry. Tell stories celebrating achievements, milestones and updates for your organization, partners, community, staff, board members, and donors.
- Avoid posting without a visual.
- Don’t post more than once per day, as this will decrease the number of users who see each post.

**TIKTOK**

**Fast facts:**
- TikTok is the fastest growing social media platform globally\(^\text{20}\), with over 1 billion videos viewed daily on the platform.\(^\text{21}\)
- This platform is best known for short-form videos.
- This platform’s audience is the young, with nearly 70% of users under the age of 24.\(^\text{22}\)

---

18 [“LinkedIn Statistics for Marketers in 2023,” Sprout Social, 2023](#)
19 [“LinkedIn Page Best Practices: Learn how to create a compelling LinkedIn Page,” LinkedIn, 2023](#)
20 [“45+ TikTok Statistics In 2023 (Users, Revenue & Trends),” Demand Sage, 2023](#)
21 [“TikTok marketing: The complete guide for brands in 2023,” Sprout Social, 2023](#)
22 [“State of Influencer Marketing Benchmark 2023 Report,” HypeAuditor, 2023](#)
TIKTOK

Best practices:

- Success on TikTok requires a time investment, as well as willingness and comfort being on camera. Many popular posts feature a person speaking directly to the camera, or doing a voice-over with other types of footage.
- Videos must be filmed in vertical mode (not landscape).
- Keeping up with posting trends and current events is especially important on this platform, and using trending audio can help your post reach more people.
- Often, some of the most popular content is either comedic or educational. Keep this in mind when filming and planning content for TikTok.
- Try to inspire conversation. On this platform especially, you want your content to inspire comments, shares, and replies.
- Many brands find success in having one person be the “face” of their organization or business on this platform. This person can share stories that feel personal and authentic.

YOUTUBE

Fast facts:

- YouTube is the second most popular social network and the second most popular search engine after Google.
- 82% of U.S. adults use YouTube, and many watch videos every day.
- However, this is one platform that is popular with every generation.
- Content is focused on longer-form videos, meant to capture the user’s attention for long periods of time.

Best practices:

- This platform is best for telling stories via longer videos.
- Select or create interesting video thumbnails to grab viewers’ attention.
- Write a descriptive, yet succinct title. Ideally, your title should be 60-70 characters to display properly across devices.
- Use captions, which can often be added automatically when uploading or editing a video. You can also add them manually.
- Post consistently. Many successful YouTube channels designate specific days of the week or month to post.

---

23 “The 15 Biggest Social Media Sites and Apps [2023],” Dreamgrow.com, 2023
24 “Are You Maximizing The Use Of Video In Your Content Marketing Strategy?,” Forbes, 2017
25 “Social Media Update: Usage of Major Platforms on the Upswing,” Marketing Charts, 2022
26 “23 Essential YouTube Statistics You Need to Know in 2023,” The Social Sheperd, 2023
SOCIAL MEDIA STORYTELLING EXAMPLES

When planning your social media posts and overall strategy, apply those best practices and adapt your content based on where it will be posted. The caption and media that performs well on Facebook is unlikely to be successful on TikTok. These examples revisit the Video Story example (on page 11) and demonstrate ways to share a story across each of the six platforms mentioned in this guide.

FACEBOOK: VIDEO STORY EXAMPLE

- A shorten caption summarizes the story.
- The video is uploaded directly to Facebook, not linked via Youtube.
- Video includes text for those with sound off.
- A call to action drives traffic to the story’s webpage.
INSTAGRAM: VIDEO STORY EXAMPLE

- A slightly longer caption provides context.
- Video is shortened to a one minute and cropped vertically.
- 30 relevant hashtags are included in caption.
- Audience can see full story using the link in our profile.
- This Reel was also shared to Instagram Stories.

X VIDEO STORY EXAMPLE:

- Caption shortened to accommodate the character limit.
- Relevant hashtags are included.
- Call to action drives traffic to the story’s webpage.

LINKEDIN: VIDEO STORY EXAMPLE

- A longer version of caption mentions individuals by name.
- Three relevant hashtags are added.
- The content celebrates community partner.
- Call to action drives traffic to the story’s webpage.
YOUTUBE: VIDEO STORY EXAMPLE
- The original, long version of video tells the full story.
- Landscape version of the video is used.
- The short caption drives traffic to the story’s webpage.
- Descriptive, short title is under 70 characters, and thumbnail is eye-catching.

TIKTOK: VIDEO STORY EXAMPLE
This example deviates from the others and focuses on the story of a First Nations’ community partner, the Hozho Center.28 We recommend checking out @hozhocenter on TikTok for an example of successful storytelling on the platform and a look at how organizations with less capacity can connect with audiences on the app.

Here’s what to look for when reviewing this example:
- **Consistency and repetition**: The account posts 5-7 times per week, often following up with ongoing stories and interesting looks behind the scenes on the organization’s operations.
- **Style**: The informal and authentic style suits the platform and audience.
- **Short- and Long-term Storytelling**: Near-daily posts are installments of the overall story of this organization, as well as day-to-day triumphs and challenges.
- **Capacity**: After gaining learning the platform, this type of posting only requires a few minutes out of each day. Simply record with a smart-phone and upload with minimal editing.

---
5 “Hozho Center,” TikTok, 2023
Plan posts in advance across multiple platforms and review analytics using management software such as:

- Meltwater
- Hootsuite
- Sprout Social
- Buffer
- Sendible
- Social Pilot

While these products are not necessary for success, they could be a worthwhile investment depending on your budget and goals. Some are even free or discounted for nonprofits! Most also include additional resources for continued learning to hone your social media skills.

WHERE SHOULD I START?

Feeling overwhelmed? Remember the saying, “Perfection is the enemy of progress.” Add to your social media storytelling strategy intentionally – set realistic goals that align with your organization’s overall goals.

If you’re overwhelmed, start with the most popular platforms that are a good fit with your skills, comfort, and capacity. Consider slowly increasing your posting cadence.

Stay excited about the work by follow other organizations doing similar work, or whose content inspires you. This will help you continuously generate new ideas and see accessible, real-world examples for what works.

Make social media a priority when capacity-building and planning.

FURTHER LEARNING: Please see Activity 3 in the workshop appendix (page 26) to determine what channels best fit your audience and goals, and make a plan of action based on your top priorities.
### WORKSHOP APPENDIX: ACTIVITY 1

<table>
<thead>
<tr>
<th>Audience</th>
<th>How do they find you?</th>
<th>What is your story?</th>
<th>Who is the main character?</th>
<th>What is the context? What is the situation?</th>
<th>What is the change or action you want to happen?</th>
<th>In what way is your story strengths-based?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## WORKSHOP APPENDIX: ACTIVITY 2

<table>
<thead>
<tr>
<th>Audience</th>
<th>How do they use your website?</th>
<th>What tactic would best resonate with them – Impact Story, Blog Post, Video?</th>
<th>Is the change or action you want clear – Click, Visit, Register, Learn More?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience</td>
<td>Take-away action item(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What channels best work for your organization? Where would you like to focus?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>