

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'ts to post near your desk and keep handy.

USE IMAGES	<ul style="list-style-type: none"> - Images receive more engagement (over 50% of Twitter impressions have an image/video/GIF). - Images can help educate audience about your mission. - Always check copyright. - Not sure about the image? Ask!
RESPOND & ENGAGE	<ul style="list-style-type: none"> - Respond in a timely fashion. - A little humor helps. - Stay on top of trending topics & popular culture for opportunities to engage audience.
HASHTAGS	<ul style="list-style-type: none"> - Research hashtags relevant to your org. - Stay on top of trending hashtags. If relevant to your org, join the conversation. <p>< WARNING > Please research WHY a hashtag is trending before joining the convo. It might not be what you think!</p>
TRAGEDIES OR BREAKING NEWS	<ul style="list-style-type: none"> - NOT a time to be pushing your mission, unless related to tragedy & your org can offer help to those affected. - Offer sympathy. - If you have scheduled tweets, immediately stop them. Everyone's feed will be concentrated on the breaking news. Wait till it's a little quieter.
DIVERSITY	<ul style="list-style-type: none"> - Be ready for upcoming religious/national holidays. - Find someone to vet posts before posting. <p>< WARNING > Use Google Translate? No. Ask someone.</p>
TAKEOVER OF ORG SOCIAL MEDIA	<ul style="list-style-type: none"> - See org thru someone else's eyes. - Excellent way to include supporters. - Reach larger and new audience. - You MUST have rules for posting set out in advance.
COPYWRITING	<ul style="list-style-type: none"> - Write it, sleep on it, rewrite it, collaborate. - Review ads & campaigns. Have at least a second pair of eyes review. Then hit "submit."
CRISIS COMMUNICATIONS	<ul style="list-style-type: none"> - Know which team member has access to platforms. - Know who's responsible to craft response. - Respond promptly! - Own it, apologize, remove post, explain why it happened, ensure it doesn't happen again. - Humor, if warranted, can help.
THE FACE BEHIND THE LOGO	<ul style="list-style-type: none"> - Keep personal & biz accounts separate. - No cursing, no politics, no religion (unless related to your mission). - No personal attacks.