

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