

# **Social Media Storytelling**

**Can you stand out from the crowd?**



1.28 Billion Monthly Active Users



255 Million Monthly Active Users



1 Billion+ Total Users



200 Million Active Users



# What Other Brands are Doing

## What Other Brands are Doing





# Checklist for Successful Storytelling

- Identify your target audience
- Develop content that your audience can identify with
- Keep the message simple... K.I.S.S is still relevant!
- Images and video pack power, create them and distribute them on visual platforms.
- Have a call to action, engage the audience and inspire them to share content. They are your best ambassadors!
- Combine tactics, social and traditional can work in tandem

# Content Formats That Work



When it comes to video there is a world of variety. However, a good video can communicate a message in a succinct and memorable way. Whether you create a video of an office tour, an explainer video, or an animation, you've got to get the script right. A video isn't only about the moving picture; it's about the words that you say or display



Infographics get shared more, viewed more, and loved more than most other content types. They are a powerful way to get your information out.



# Content Formats That Work



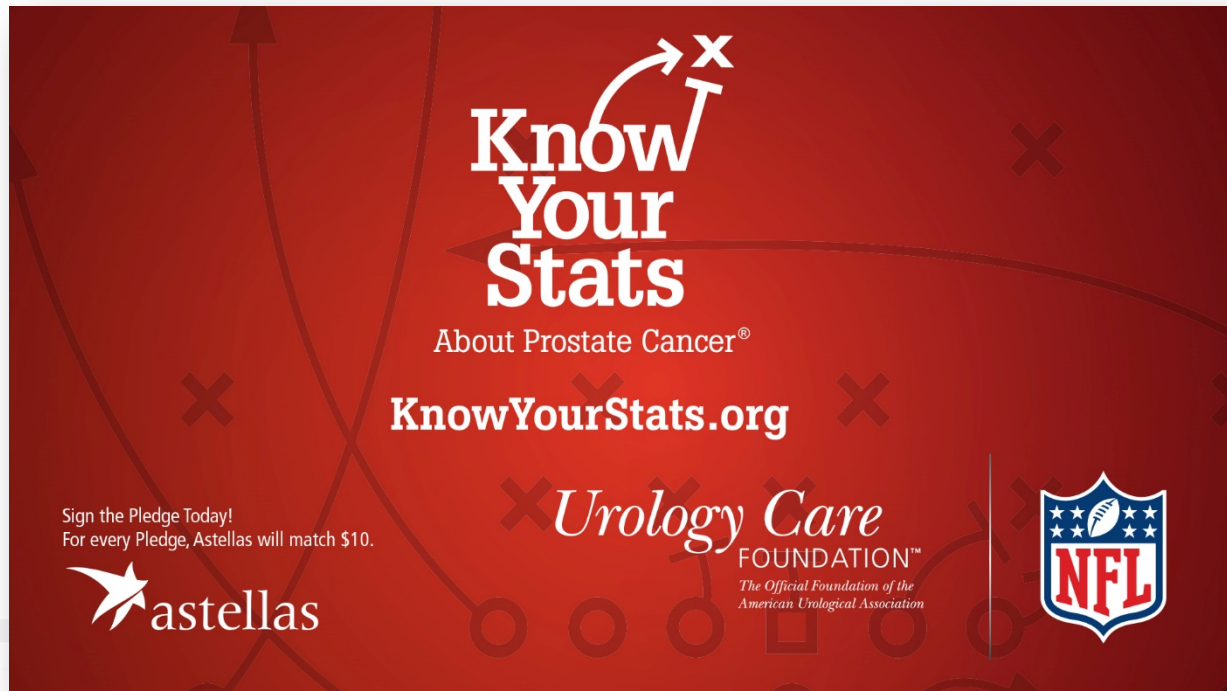
A picture is worth a thousand words; think Instagram, Pinterest and Facebook. Images and photos are easily created and shared



Everyone has a story to share and interviews whether they be Video or audio can capture attention.

# ***Know Your Stats About Prostate Cancer®***

The Urology Care Foundation teamed with the NFL to encourage men to talk with their doctors about their risk of prostate cancer





**Men love football – and who better than prostate cancer survivor Mike Haynes to tell his story and ask for support**







Sign the Pledge Today!  
For every Pledge, Astellas will Match \$10



*Urology Care*  
FOUNDATION™  
The Official Foundation of the  
American Urological Association



**Know  
Your  
Stats**

About Prostate Cancer®

**KnowYourStats.org**





To have supporters sign a pledge to “Know Your Stats” with regard to Prostate Cancer and to “stay in the game for life.”

The “Know Your Stats” campaign took a multi-faceted approach; outreach via a combination of TV and radio, with a social component.

These tactics work well in tandem and ensure that messaging is disseminated via all channels that audiences may access.

- Social media is an easy way to say something, but is difficult to be heard. Enter the crowd speaking platform...Thunderclap
  - A single message can be mass shared, flash-mob style, so it can rise above the noise of social networks
  - Supporters on Facebook, Twitter and Tumblr all help to amplify the message
  - One page tracks the efforts and educates supporters on your cause.

# Thunderclap Page

The screenshot shows a Thunderclap campaign page for prostate cancer awareness. The browser address bar indicates the URL is <https://www.thunderclap.it/projects/16767-prostate-cancer-awareness>. The page features three red buttons for social media support: Facebook, Twitter, and Tumblr. Below these, a message states that Thunderclap will automatically share the message on the user's behalf, with a link to 'About Support & Privacy'. The main content area has two tabs: 'THE STORY' and 'UPDATES'. Under 'THE STORY', there is a large green and red graphic that reads 'SIGN THE PLEDGE TODAY!' and 'FOR EVERY PLEDGE ASTELLAS WILL MATCH \$10. \*up to \$10,000 will be matched.' Below the graphic, text explains that September is National Prostate Cancer Awareness Month. On the right side, the 'ORGANIZER' section identifies 'Know Your Stats' (@KnowYourStats) and describes the campaign as a rallying force to connect, educate, and inspire men. Below this, the 'THUNDEROUS SUPPORTERS' section lists 'Tiara S. Burke' with 2,560 connections. The 'RECENT SUPPORTERS' section is partially visible at the bottom.

support with **FACEBOOK** support with **TWITTER** support with **TUMBLR**

Thunderclap will **automatically** share this message on your behalf.  
If the goal is not reached, no message will be shared. [About Support & Privacy](#)

**THE STORY** **UPDATES**

**SIGN THE PLEDGE TODAY!**

**FOR EVERY PLEDGE ASTELLAS WILL MATCH \$10.**  
\*up to \$10,000 will be matched.

September is National Prostate Cancer Awareness Month, a time to raise awareness about prostate cancer and generate support for those

**ORGANIZER**

**Know Your Stats**  
[@KnowYourStats](#)

The Know Your Stats® campaign is a rallying force to connect, educate and inspire men across the country to know their prostate cancer risk and to talk to their doctor about whether prostate cancer testing is right for them.

**THUNDEROUS SUPPORTERS**

**Tiara S. Burke**  
2,560 Connections

**RECENT SUPPORTERS**

# Promote, Promote, Promote! Across Any Platform







- Over 66 million impressions
- 10,000+ video views
- Thunderclap goal reached
- TV and Radio segments generated in conjunction with digital distribution





# Twitter Campaign



**Know Your Stats**

@KnowYourStats

+ Follow

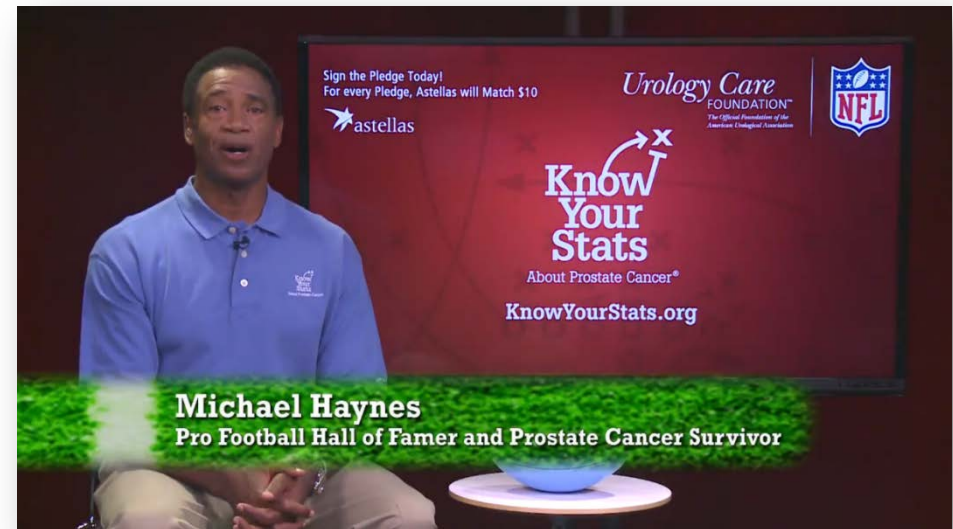
About 2.5 million men in the U.S. are  
[#ProstateCancer](#) survivors. RT & spread  
 the word. [@JoeTorre](#) [#PCAM](#)  
[bit.ly/1pQeAsa](http://bit.ly/1pQeAsa)



# Facebook Campaign

## 'KNOW YOUR STATS' FACEBOOK CAMPAIGN

Total Unique Views: **90,976**



# Multi Media News Release

News Room

f t in g p Print Friendly Share

SOURCE: YourUpdateTV

**D S S SIMON PRODUCTIONS INC**  
NEW YORK LOS ANGELES CHICAGO BIRMINGHAM DC HOUSTON

March 11, 2014 11:32 ET

## Adaptive Snowboarder Has "No Limits" as She Heads to Sochi

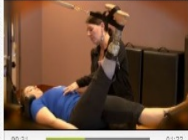
WINTER PARK, CO—Marketwired - Mar 11, 2014 - Meet Heidi: Heidi Jo Duce is a 23 year old adaptive snowboarder from Colorado who is pursuing her dream of snowboarding in Sochi, Russia. This will be the first time that adaptive snowboarding will be a part of the competition. Heidi is where she is today through hard work, determination, and Shriners Hospitals for Children®. Shriners Hospitals for Children has cared for Heidi since she was 18 months old and also introduced her to the sport of snowboarding through their adaptive sports clinic. They challenged her to accept no limits and pursue her dreams on the slopes.

**The Back Story:** Every day, Shriners Hospitals for Children sends Love to the Rescue® by encouraging patients to accept "no limits" throughout their healing process. They treat the whole child and believe the healing process extends beyond the four walls of the hospital. As such, they've helped develop adaptive sports camps across the country, which aim to maximize a patient's mobility, teach strength and endurance and renew a child's self-confidence.

**How Heidi Accepts No Limits:** Most people would let being born without a fibula and most of the bones in their right ankle and foot slow them down. Not Heidi. She was diagnosed with a condition known as fibular hemimelia, which led to surgery to remove her right leg below the knee at 10 months old and a further corrective amputation surgery at 19 years old. Today, Heidi is ranked in the top 3 in the country in the sport of adaptive snowboarding. Heidi was introduced to her sport and got her first taste for athletic competition through a Shriners Hospitals for Children adaptive sports clinic. These educational programs are designed to encourage patients to adopt a "no limits" philosophy and to introduce them to sports they might not otherwise have a chance to participate. Through their care and sports clinics, as well as her strength and motivation, Heidi is on the road to compete to qualify in Sochi, Russia.

Visit [WWW.SHRIINERSHOSPITALSFORCHILDREN.ORG](http://WWW.SHRIINERSHOSPITALSFORCHILDREN.ORG) or [www.yourupdate.tv](http://www.yourupdate.tv) for more.

**MULTIMEDIA**



Shriners Hospitals for Children's Kid-Centric Adaptive Sports Clinics Allow Opportunity for Athlete To Reach for Gold

**HIGHLIGHTED LINKS**

Shriners Hospitals for Children

**WEBOSPHERE**

What people are saying about this release:

20 Digs on this release  
Technorati's on this release

**ADDITIONAL LINKS AND TAGS**







Technorati Keywords:  
Heidi Jo Duce Shriners Hospital for Children Health Sports Medicine Paralympics

**KEYWORD CLOUD**

heidi adaptive hospitals sports shriners snowboarding sport sochi strength surgery russia clinic healing

**Verbatim Postings** ⓘ

93 clips - Total Audience: 6,664,625

 Kansas City Audience: 32,152	 Kentucky.com Audience: 13,509	 LA Daily News Audience: 7,682	 Las Cruces Sun-News Audience: 1,951	 Lexington Herald-Leader Audience: 13,509	 Life Line Audience: 13,509
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**Headlines** ⓘ

24 clips - Total Audience: 50,803,865