

## STORYTELLING AND SOCIAL MEDIA

Storytelling is a powerful tool for historical organisations to engage with their audience and bring their history to life. Here are three ways you can incorporate storytelling into your organisation's social media strategy:

1. **Share personal anecdotes:** Sharing personal anecdotes or stories about individuals who were involved in your organisation's history can be a great way to engage with your audience. As someone who has lived through different eras and experienced various historical events, you can use your own personal experiences to help connect with your audience and bring history to life. You could also feature stories from volunteers, members, or other individuals associated with your organisation.
2. **Use visual storytelling:** Visual storytelling can be a powerful way to engage with your audience on social media. As an older social media manager, you may not be as familiar with the latest social media trends or technologies, but you can still create engaging visual content using tools like Canva or Adobe Spark. You could use photos, videos, or other visual elements to help tell stories about your organisation's history.
3. **Showcase artifacts and exhibits:** One of the most effective ways to engage with your audience and tell stories about your organisation's history is to showcase artifacts and exhibits. You can use social media platforms like Instagram and Facebook to share photos and descriptions of historical artifacts, or create videos that take viewers on a virtual tour of your exhibits. This can help your audience connect with your organisation's history and build a deeper appreciation for the work that you do.

Overall, storytelling is an essential component of social media marketing for historical organisations. By incorporating personal anecdotes, visual storytelling, and showcasing artifacts and exhibits, you can engage with your audience and bring your organisation's history to life in a way that is both informative and entertaining.

A good story for social media from a historical organisation is one that is engaging, informative, and relevant to your audience. Here are some elements that can help make a good story for social media:

1. **Visual elements:** Social media is a highly visual medium, so including photos, videos, or other visual elements can help make your story more engaging.

Consider using archival photos, maps, or other historical artifacts to help illustrate your story.

2. **Timeliness:** Creating content that is timely and relevant to current events or holidays can help make your story more interesting and shareable. For example, you could share a story about how your organisation celebrated a particular holiday or event in the past.
3. **Personal connections:** Including personal stories or anecdotes can help make your story more relatable to your audience. This could include stories about individuals who were involved with your organisation in the past or stories about how your organisation has impacted people's lives.
4. **Uniqueness:** Your story should be unique and offer something that your audience may not have seen before. Look for interesting or unusual stories that can help set your organisation apart from others.
5. **Historical significance:** Your story should have historical significance and help to educate your audience about a particular time period or event. Look for stories that highlight important historical events or individuals who have had a significant impact on your organisation or community.

By incorporating these elements into your storytelling, you can create content that captures the attention of your audience and helps to bring your organisation's history to life in a way that is informative and entertaining.

When writing a story for social media from a historical organisation, it's important to keep your audience in mind and to make the story engaging and shareable. Here are some tips for writing a good story for social media:

1. **Start with a hook:** Your story should start with a hook that grabs your audience's attention and makes them want to keep reading. This could be a surprising fact, a provocative statement, or an intriguing question.
2. **Keep it concise:** Social media is a fast-paced medium, so it's important to keep your story concise and to the point. Focus on the most interesting and relevant details and avoid unnecessary information.
3. **Use storytelling techniques:** Use storytelling techniques such as character development, conflict, and resolution to make your story more engaging and memorable.
4. **Be authentic:** Authenticity is important when writing a story from a historical organisation. Use primary sources and research to make sure your story is accurate and true.

5. Use a conversational tone: Social media is a conversational medium, so use a tone that is friendly and approachable. Avoid using jargon or overly formal language.
6. Include a call-to-action: Your story should include a call-to-action that encourages your audience to engage with your organisation. This could be asking them to share their own stories or inviting them to visit your website or museum.
7. Edit and proofread: Before posting your story, make sure to edit and proofread it carefully. Check for spelling and grammar errors, and make sure your story is clear and easy to understand.