

STORYTELLING AND SOCIAL MEDIA: A REVIEW

PART 1 : 7 TOP TIPS FOR EFFECTIVE STORYTELLING

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 an effective 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. Be specific. Always ask if this word or sentence is paramount, or can be taken out (this is a core copywriting principle).
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: Use primary sources and research to make sure your story is accurate and true. With the advent of AI generated content, more authentic content is more encouraged and is getting more engagement. For example hand-held videos rather than staged videos
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 can 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.
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.

PART 2 - HOW TO FIND A GOOD STORY

But how do we find a good story? Jillian from Collections will talk to us about this today.

Examples:

Social media: [Scrapbook post](#), January 13

Blogs/ RHSV Collections Lounge:

Example: Hugh George Publisher of the Argus.

Blogs such as this are introduced on our social media and then linked through.

<https://www.historyvictoria.org.au/collections-lounge/hugh-george-publisher-of-the-argus-imprisoned-in-parliament-house-melbourne-1866/>

Articles: CBD News (the local newspaper to the RHSV, local newspapers are always an option)

Youth and Beauty Meet at the River:

<https://www.cbdnews.com.au/youth-and-beauty-meet-at-river-festival/>. Articles such as this are introduced on our social media and then linked through.

Qu: Do you have any storytelling examples from your organisation that have worked well, either on social media, on your website or in another publication?

PART 3 - SOCIAL MEDIA/STORYTELLING EXAMPLES FROM OTHER ORGANISATIONS

Some other organisations that do storytelling on social media are: PROV, the National Museum of Australia, and the State Library. Another fun one to look at is Melbourne Ghost Signs @melbourne_ghostsigns

Let's take a look at these government funded organisations to see how they are promoting and what they've decided is important and effective storytelling.

Public Records Office of Victoria focuses on records, State Library of Victoria is a library, and National Museum of Australia has a collection that the public can engage with. Also the National Archives of Australia, and many more institutions of course.

As we know historical societies promote and preserve history of certain area, or are an organisation focusing on a certain topic ie. genealogy. Often our organisations have an element of each of these separate larger organisations - records, museum and some have library.

So depending on what you want to emphasise you can look here for inspiration.

State Library of Victoria - highlighting what's in their collection in short snappy wonderful posts: <https://www.facebook.com/statelibraryvictoria/>

Their storytelling posts link through to blogs. Hook people in with the short form, then the call to action is want to read more, go to our website. See State Library post from the 27 June.

PROV - Public Record Office Victoria - <https://www.facebook.com/PublicRecordOfficeVictoria>

Highlight items from collection to tell stories, and enable community to link back to collection and website to see catalogue and explore further. Their longer storytelling posts, link to magazine articles. For example PROV post, 20 June. <https://tracesmagazine.com.au/blog/>

National Museum of Australia - <https://www.facebook.com/nationalmuseumofaustralia>

Focuses on short posts encouraging interaction with their collections and projects, for example: can you guess posts.

Also, stories to encourage interaction with their collections. For example, the Digital Preservation project - tells a story about the project and the people involved:



National Museum of Australia

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Did you know that The National Museum of Australia has a significant and growing collection of audio-visual and born digital cultural heritage held within its collection?

These objects require different kinds of care and management activities to ensure that they remain stable and accessible over time. To ensure a sustainable future for audio-visual and born-digital cultural collections, the National Museum of Australia has joined the [Digital Preservation Coalition](#) whose mission is to help its members around the world to deliver resilient long-term access to digital content.

The National Museum of Australia has also joined the #DPC's Australasia Sub-committee and looks forward to actively engaging with cultural institutions across Australia, New Zealand to ensure the survival of the region's digital cultural heritage collections.

Images: Former CSIRO scientist Graham Daniels working on the WLAN equipment in the Collections Access Room, Mitchell, Former CSIRO scientist Terence Percival with the WLAN equipment in the Collections Access Room, Mitchell



CONCLUSION

Q & A

Comments : Chat GPT