



Trends in Nonprofit Digital Storytelling – What Works and How to Do It

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Learning Objectives

What we will cover today:

- Trends in the digital marketing landscape as it applies to nonprofits in 2018 and beyond
- How to apply the trends to your digital storytelling strategy
- Tried-and-true techniques and tools to rock your digital storytelling



Share what you've learned!

Collaborative notes and more resources available at:

<http://bit.ly/MOWAdigital>

Tweet along!

@MOWAcademy @JuliaCSocial #UnityofPurpose18

2018 This Is What Happens In An Internet Minute



<https://jacobsmedia.com/wait-internet-minute/>

Top Digital Storytelling Trends

2018 and Beyond

- Live streaming video - Facebook Live, Instagram Live, YouTube Live, Periscope
- Long-form video – IGTV
- Ephemeral video apps – Snapchat, Instagram
- Focus on Generation Z
- Virtual reality
- Artificial intelligence (AI) & Chatbots



80%

of global internet traffic will be attributed to video by 2020



90%

of content shared by users on SNS is video



87%

of marketers use video in their campaigns



95%

of message will be retained by viewers while only 10% with text

Top Trend: Video



70.05 B

Video streaming market is on track to become a \$70.5 billion industry by 2021



80%

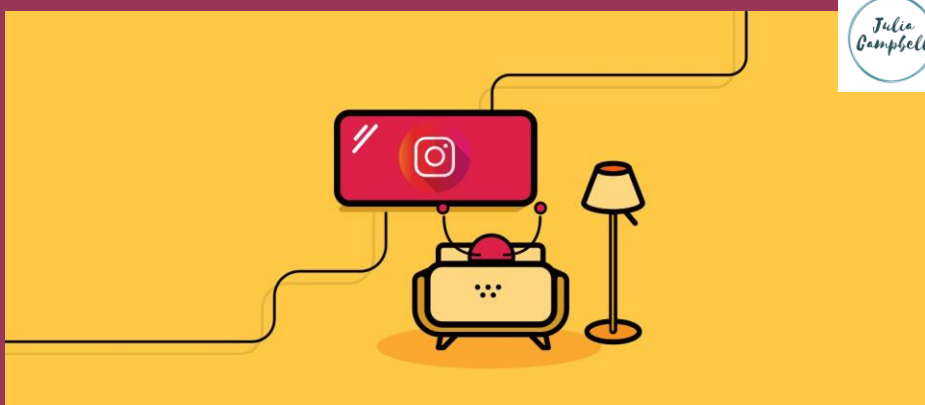
of customers would rather watch live videos from a brand than read posts



3X

Facebook Live Videos are watched 3X longer than regular ones

Top Trend: Video



Top Trend: IGTV

Ephemeral means short-lived, fleeting, or passing, and describes the nature of the media accessible up to 24 hours on social networks



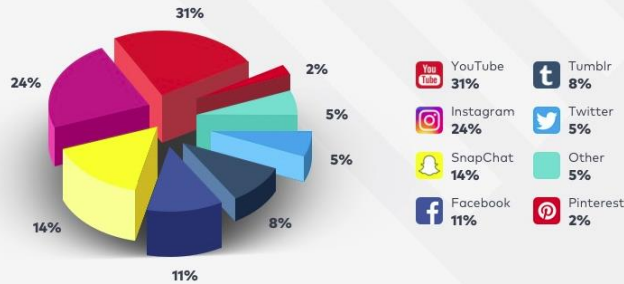
- ✓ Authenticity
- ✓ Fear of missing out
- ✓ High Engagement
- ✓ Mobile First

Top Trend: Snapchat

06

Focus on Generation Z

Generation-Zers, born between 1995 and 2012, are considered as the "true digital natives".



Top Trend: Generation Z

51%

FOUND IT VERY APPEALING

Virtual Reality

Virtual reality gives travelers the chance to 'try before you buy' as they experience and interact with a 3D world by putting on a head-mounted display.



VISIT

64%

would visit a travel store with virtual reality technology
Particularly 18 - 24 year olds.

BOOK

31%

would book a holiday in-store after experiencing virtual reality

DOWNLOAD

71%

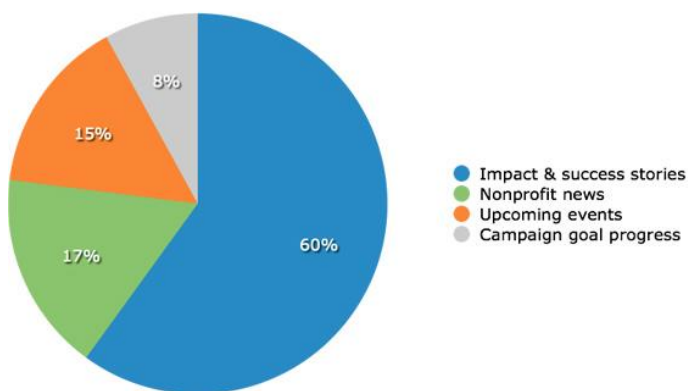
would download travel specific virtual reality content to their device



Top Trend: VR & AR



Top Trend: AI



Tech trends come and go...

But what your audience wants to hear from you does not.



2 Pillar Digital Marketing Strategy

1. Share stories.
2. Share helpful, educational, valuable information.

Digital marketing is a VALUE EXCHANGE.

Provide value to your audience and they will respond and share with their networks.



Your stories are the gold.

“Think of the story itself as gold.
You mine the gold, you capture the story.
Then you bring it back to your office and you need to
pound that gold into difference shapes and sizes,
depending on whom you’re talking to,
or also where you’re telling it.”

~Andy Goodman



Know Your Goals

What does success look like?

If you are successful with your digital storytelling efforts:

- What will people know?
- What will people feel?
- What will people do?



Know Your Target Audience

- What are they passionate about?
- What are they interested in?
- Where are the knowledge gaps?
- What else do they care about?
- What would inspire them?



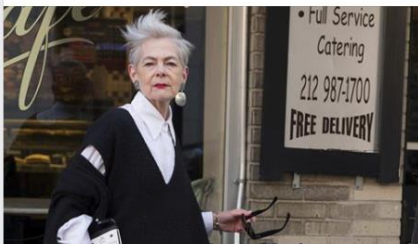
Road Scholar



Road Scholar

June 25 at 3:11 PM · 🌐

Who said Instagram was just for kids? Let us know who you follow on s media in the comments section below.



NYTIMES.COM

The Glamorous Grandmas of Instagram

The subversive cadre of women over 60 prove that "old" is not what it u



83

Most Rel

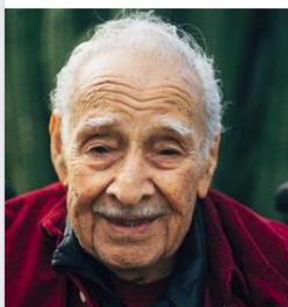
18 Shares



Road Scholar

June 22 at 9:10 AM · 🌐

What have YOU learned about life? Tell us in the comments.
#RoadScholarReads



HUFFINGTONPOST.COM

This Man Asked Over 100 People Of All Ages What They've Learned In Life





Meals on Wheels America

PROTECT SENIORS NATIONWIDE

Help seniors like Sophia age without
fear of hunger and isolation.

GIVE NOW ▶



Meals on Wheels America

Meals on Wheels @_MealsOnWheels · Jul 19
"A guardian angel." A #MealsOnWheels driver in #Pennsylvania saved a woman from a gas leak. Meals on Wheels programs don't just provide vulnerable seniors with a meal and a smile – they also ensure they're safe. bit.ly/2LwlkZk via @WNEP



1 44 127



What kinds of stories?

Client – beneficiary

Volunteer

Staff

Donor

Community partner



Client



Volunteer



Meals on Wheels @_MealsOnWheels · Jul 25

"Visiting with Ms. Mary was the best part of my day. She was so happy to see us...It made me feel incredibly happy knowing that doing something as simple as dropping off food and chatting with seniors has such a positive impact." – Haley, #MealsOnWheels #volunteer #LetsDoLunch



20 41

Volunteer

Meals on Wheels Retweeted



Meals on Wheels SF @MOWSF · Jul 25

From her hometown in Australia to #MealsOnWheels SF, our #volunteer Nicole makes a world of difference! We're so glad she spotted a #LetsDoLunch billboard donated by the @AdCouncil. #Seniors across #America are better off thanks to this fabulous campaign! @_MealsOnWheels



5 20

Staff



Cradles to Crayons, a model for Giving

cradlestocrayons

Up next

Kids helping kids

cradlestocrayons

Autoplay

Staff



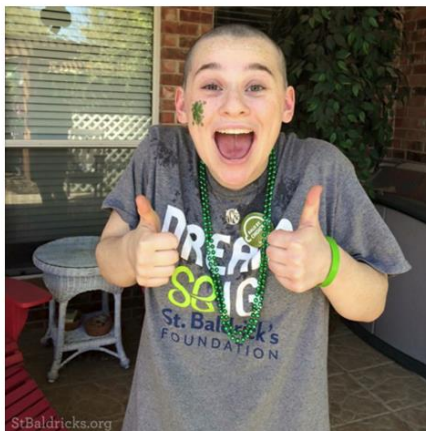
Donor



St. Baldrick's Foundation

Yesterday at 9:00am · 🌐

Megan braved the shave & raised over \$2,700 with her brother and dad!
 "I feel very strongly that childhood cancer is underfunded & the fact that I got to help raise money toward research is all the more reason I decided to shave my head!" <http://bit.ly/shavees-signup>



StBaldricks.org



Community Partner



DONATE

PROGRAMS

TAKE ACTION

ABOUT US

Facebook 20K+ Twitter 20K+ Veterans

GIVE BACK TO SCHOOL

Our Community



BRITTNY & ERIC

Requesting donations in place of wedding gifts to educate children around the world.



GET CREATIVE!

Start your own campaign for education.



ALI

Running 26.2 miles for the 2015 NYC Marathon to honor the Boston Marathon victims & to support global education.



MAYER

Donating his 9th birthday by asking friends & family to support his PoP campaign instead of receiving presents.



Storytelling Pro Tip!

- What is your favorite memory?
- How has Meals on Wheels made you feel?
- How did you feel when you first discovered Meals on Wheels?
- What is one reason that you continue to support us?
- What impact have you witnessed in the community because of our work?



Small Group Activity

Answer these questions:
Storytelling Collection Worksheet



Channels for digital storytelling

Website
Email
Medium/blog
Facebook
Instagram
Twitter
LinkedIn



How to choose the right channels

Ask:

- Is your audience there?
- Can you add value?
- What can you post that will be interesting and unique?
- Can you design and create content specific to that channel?
- Do you have the capacity to manage another channel?

Website is your hub



Modern website best practices

DENVER
RESCUE
MISSION

Stories of Changed Lives

DONATE NOW

GET HELP

VOLUNTEER

MENU

Michael

When people think of homelessness, they often think of people standing on the side of the road, begging for a few dollars. Many of the men enrolled in Next Step break this stigma. However, because of unfortunate events, they are now experiencing homelessness.

Michael is just one example of the type of situations Next Step was designed to help.

READ MORE

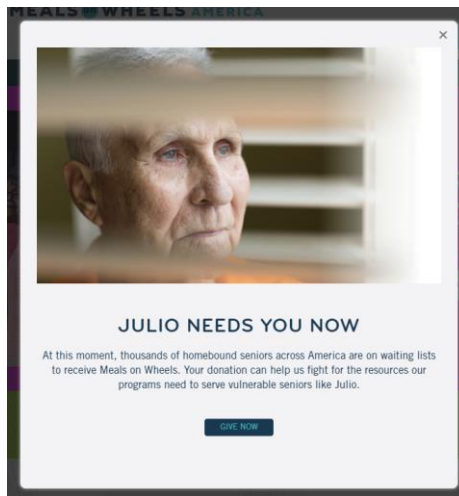


OTHER STORIES

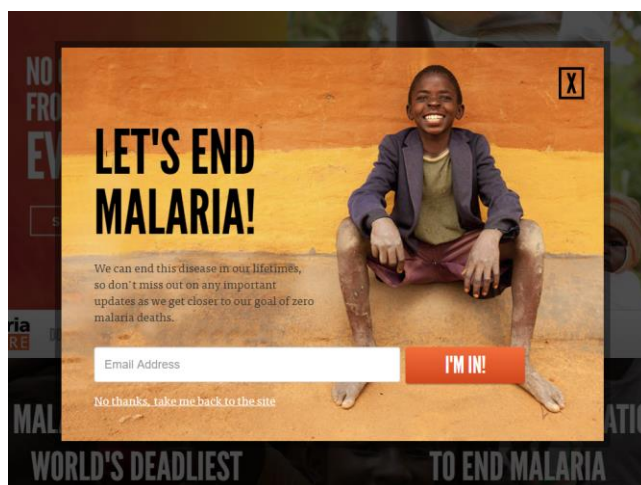


<https://www.denverrescuemission.org/stories>

Modern website best practices



Modern website best practices





Email has highest ROI

Total online revenue grew by 23% in 2017, after 15% growth in the year before.

Email revenue increased by 24% in 2017 and accounted for 28% of all online giving.

Resource: <https://mrbenchmarks.com/>

Email Marketing ROI Calculator:
<https://www.emailmarketingroi.com/>



Modern email best practices

- Send shorter emails more frequently.
- Focus on what your supporters want to hear from you.
- One call to action.
- Make it friendly and from a specific person.
- Catchy but not misleading subject lines.



Modern email best practices



WEEKLY NEWS

Featured patient story



Sweet 16 at St. Jude

Patient Anna wasn't able to celebrate her 16th birthday at home. Instead, a group of friends from her hometown made the journey to St. Jude, making her birthday a sweet success. [Read her story.](#)



Modern email best practices

"Who will come to my graduation?"

Dear Julia,

Foster youth often worry about this question. But not Matt. He knew we'd do whatever it took to make sure he wasn't alone on his graduation.

Matt entered foster care when he was 16. His father was minimally involved in his life, and his mother and grandfather were living in another country. For two years, Matt bounced from place to place before arriving at Plummer.

At 17, Matt moved into our group home, determined to graduate high school and get a job. He quickly moved from our group home to our [supported apartments](#).

This month, Matt graduated high school.

And, thanks to people like you, his grandfather flew here from the Dominican Republic to cheer him on.

People like you make family possible for our young people. Thank you!

With deep appreciation,

James E. Lister
Executive Director

P.S. Become a monthly donor! Join the [Plummer Promise Circle](#), which pays for things like transportation costs to bring families together.





Modern email best practices

CHANGE IS SIMPLE

SCIENCE OF SUSTAINABILITY

Mission Moment



Last week we were at Ipswich Middle School introducing the sixth graders to hydroponics! These sixth graders learned about how solar energy will be used to water their tower gardens with our corporate partner [BeVision Energy](#), who installed a panel on the shed to keep things powered with no fossil fuels. The students also had a chance to assemble the two towers of tower gardens that



Social media continues to grow

Nonprofit social media audiences continued to grow in 2017.

Especially on **Instagram**, where nonprofits ended 2017 with 44% more followers than they had at the beginning of the year.

Resource: <https://mrbenchmarks.com/>

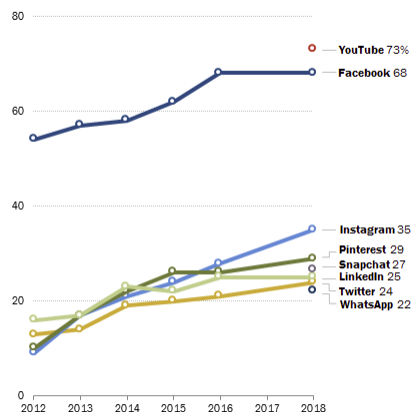


Social Media

Are people really still using it?

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 9-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



Facebook told us what it takes

Content that is:

- Trusted
- Informative
- Local
- Inspiring conversation

Trusted.



The Greater Boston Food Bank

May 25 at 1:50pm · 🌐

"It's a deep struggle for people to provide for themselves based on their wages."


Our President and CEO Catherine D'Amato was interviewed by the Washington Post for an article about the harsh realities of the U.S. economy. Read the story to understand why even people who are working find it hard to put food on the table.



WASHINGTONPOST.COM

Analysis | The alarming statistics that show the U.S. economy isn't as good as it seems


Informative.



United Way of Massachusetts Bay

Sponsored · 🌐



Looking for ways to give back with your family this Thanksgiving? We've got 6 easy and rewarding ideas to get you started. Follow us for updates on how you can help others in need. <https://goo.gl/t58xTb>







6 ways for you and your family to give back this thanksgiving

unitedwaymassbay.org

[Learn More](#)

  You and 93 others

25 Shares 

 Like  Comment  Share

Local.



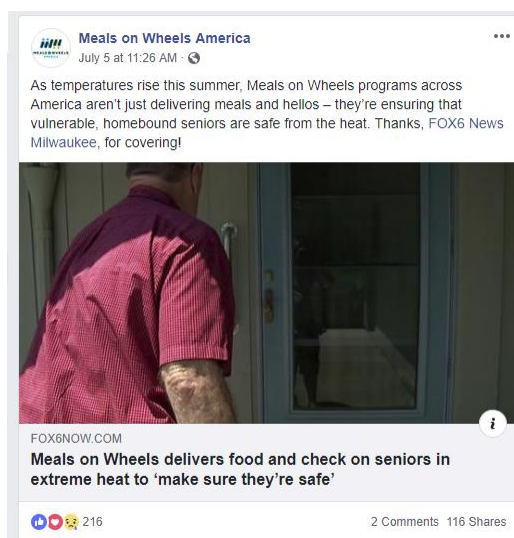
Inspiring conversation.





Tips for Facebook

- Have a specific strategy for Facebook.
- Post less frequently – 4-5 times per week is fine.
- Plan to go live on Facebook regularly.
- Share stories with great photos and visuals.
- Share helpful resources.
- Share entertaining posts.
- **Advanced:** Join or start a Facebook Group to showcase your expertise and build a community.




Meals on Wheels America
June 28 · 🌐

How does this 94-year-old in Michigan still run her Meals on Wheels program like a tight ship? "It's a military secret!" Thanks for your service, Ruth!



FOX2DETROIT.COM

94-year-old Ruth Pegowski runs Meals on Wheels for seniors

She runs a program dedicated to helping local seniors, making sure they...

👍❤️👏 140
 3 Comments 35 Shares




bostonchildrens · Following

bostonchildrens 🎉 Today is Oliver Cameron's first birthday! 🎂 Help us send birthday wishes all the way to England, where this adorable redhead is back home celebrating his successful surgery at Boston Children's to remove a large heart tumor. Happy birthday cutie! 🍌🍌🍌

View all 35 comments


abeltrami42 Happy Birthday from Boston big man!

emaforde Happy Birthday 🍌

❤️👍
1,480 likes

JANUARY 31

Add a comment...




Best Buddies International

15 hrs · 🌐

"My friendship with Sara means the world to me... We have been matched for a while, but I know I have made a friend for a lifetime. I'm so grateful for Best Buddies, a program that introduced me to the coolest girl I know!"

- Olivia, Marcos de Niza High School #BestBuddiesMonth



Like

Comment


Share

Buffer


📷

🔽

Hootlet

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2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO



We're having a special story time in front of City Hall! Our early literacy programs are just one of the many important reasons why City leaders should keep investing in libraries. Take action: www.investinlibraries.org #investinlibraries

7,683 Views

Like

Comment


Share

Hootlet

🔽


Julia Gulia and 400 others · Top Comments ·

103 shares · 23 Comments



NYPL The New York Public Library

Thanks for watching! Stay updated on story time for children with our newsletter for parents: www.nypl.org/nyplkids




Subscribe to NYPL Kids! Family...


SIGNUP.EMAIL.NYPL.ORG

Like · Reply · May 20 at 11:34am

NYPL promotes their newsletter to viewers.

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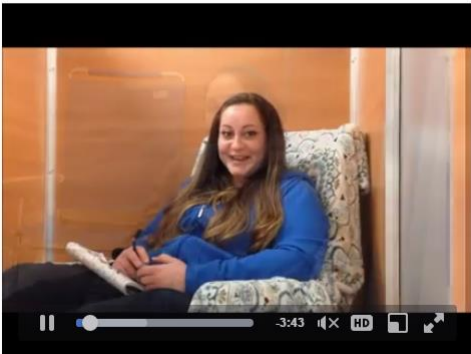
2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO



Cape Ann Animal Aid

December 1, 2015 · 🌐

In honor of #GivingTuesday, a small group of Cape Ann Animal Aid supporters are spending 24 hours without the comforts of their home, family, or cell phone. They are living in the dog adoption kennels, experiencing meal times, play times, and socialization much like the canines waiting for adoption in the shelter. This is their story. www.capeannanimalaid.org/donate



6.4K Views

Liking and commenting as Julia Gulia

Like

Comment


Share

Buffer

📧

👤

Hootlet

MEALS  WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO



Tips for Twitter

- Have a specific strategy for Twitter.
- Post less frequently – once per day is fine.
- Retweet helpful resources – articles, videos.
- Comment on news and current events
- Discovery – Search for conversations, topics, and people to follow
- **Advanced:** Join or start a TweetChat to showcase your expertise and build a community.

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 **Plummer Youth Promise** is 🙏 asking for donations.
July 7 at 6:30 AM

This is why we paddle. Come on down to Paddle for Plummer TODAY! If you can't make it, but would still like to show your support, please make a donation to Plummer Youth Promise. #Paddle4Plummer #FamilyForEveryone

***"I'd been looking
and looking for him,
but he found me first.
And I was so happy.
He made me cry."***

Mother reconnected with her son after
he spent 16 years in foster and group care



MentalHealthAmerica ✓
@MentalHealthAm

Following



#3WordsICannotStand

"Stop being crazy."
"The weather's bipolar."
"Get over it."

#LanguageMatters

10:58 AM - 26 Jul 2018 from Alexandria, VA



#BosArtsChat

**LET'S TALK ABOUT PUBLIC
FUNDING FOR BOSTON'S
ARTS COMMUNITY.**

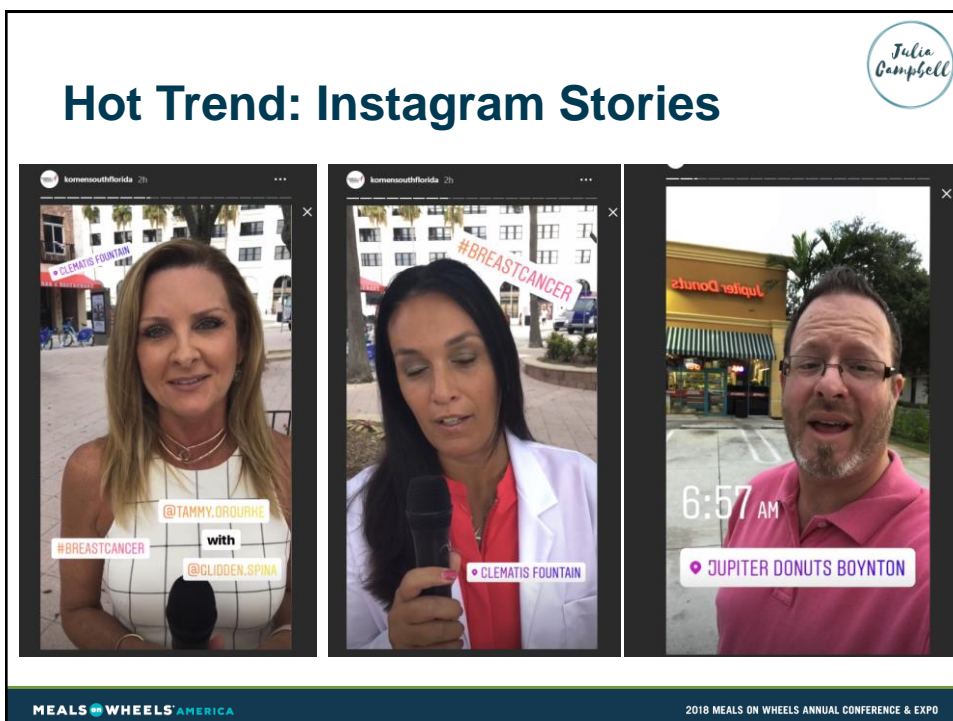
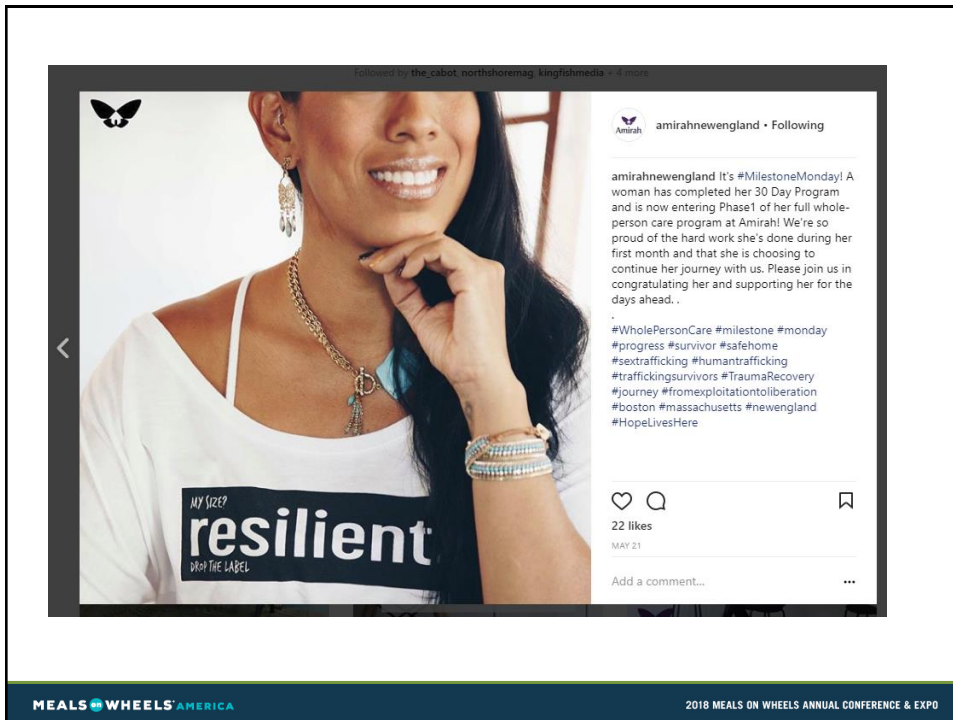
JOIN US:
THIS THURS
NOON - 1



Tips for Instagram

- Have a specific strategy for Instagram.
- Post less frequently – 3-4 times per week is fine.
- Be consistent with the look and feel of your posts.
- Follow hashtags to find new accounts to follow and comment on posts.
- Share Instagram Stories.
- Eye-catching photos and well-designed graphics.
- **Advanced:** Start an IGTV channel.







Hot Trend: IGTV

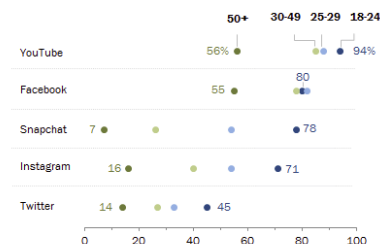
- Instagram's answer to YouTube
- Videos from 10-60 minutes
- Can upload video, does not have to be taken inside the app
- Only vertical video
- You get a channel where you can create and store "episodes"
- IGTV new Creator Handbook
<http://bit.ly/IGCreatorGuide>





Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Generation Z

Snapchat, Instagram reign with this age group



How to engage younger people?

- Why do you need to engage younger people?
- What do you want them to do?
- What is the goal?
- What is their incentive to participate?



Be where they are!

18-25 year olds:

- 94% use YouTube
- 78% use Snapchat, with 82% of these users visiting the platform daily
- 71% use Instagram, with 81% of these users visiting the platform daily
- 45% are Twitter users

Pew Internet Social Media Use Report 2018:

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>



How to engage younger people?

How can people get involved without making a donation?

- Sign a petition
- Send out a tweet
- Watch a video
- Be a Social Media Ambassador



How to engage younger people?

70% of millennials believed they could have an impact on issues they care about—without relying on traditional institutions. (Case Foundation's Millennial Impact Report)



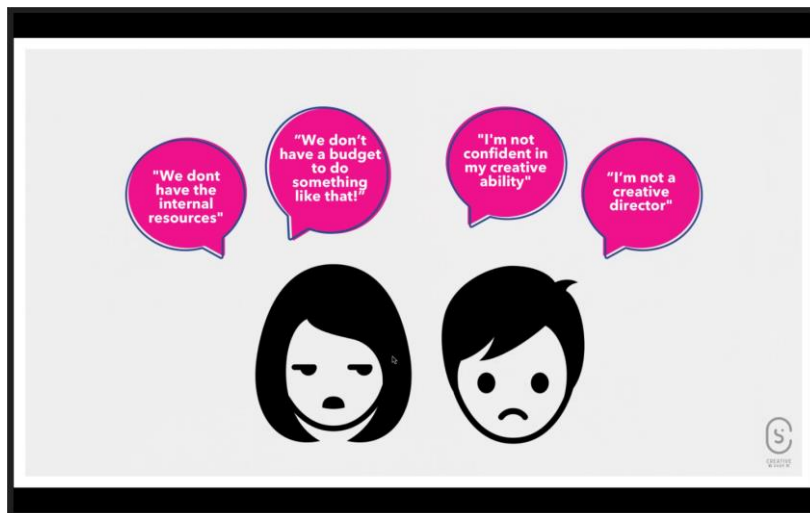
Small Group Activity

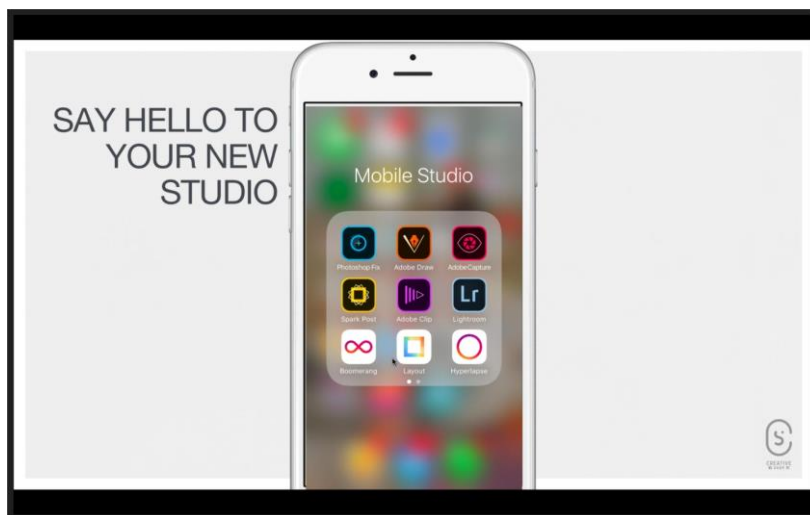
Write down 3 ideas for digital storytelling posts that you can create and share in the next week.

- 1) Idea for the post.
- 2) Visual to accompany the post.
- 3) Where will it be shared?
- 4) When will it be shared?
- 5) Who will share it?
- 6) What action is it designed to get?

BATTLE-TESTED TOOLS TO ROCK YOUR DIGITAL STORYTELLING

WWW.JCSOCIALMARKETING.COM





Visual Design Tools

Canva – www.canva.com/nonprofits

Nutshell – <https://itunes.apple.com/us/app/nutshell-camera-instant-mini-movies-text-animation/id953435157?mt=8>

Layout from Instagram

Boomerang from Instagram

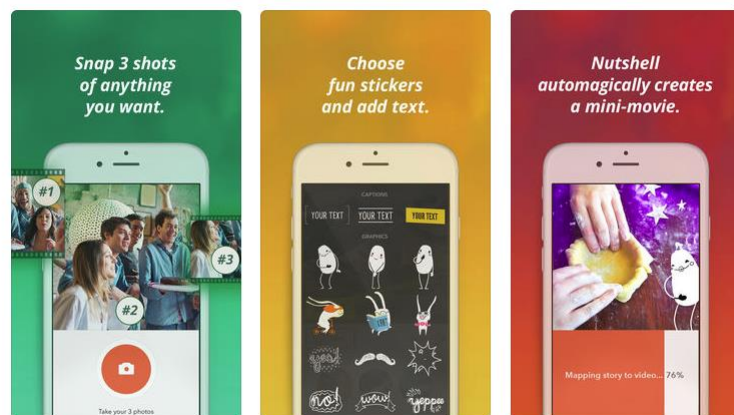
Animoto – <https://animoto.com/business/non-profit>

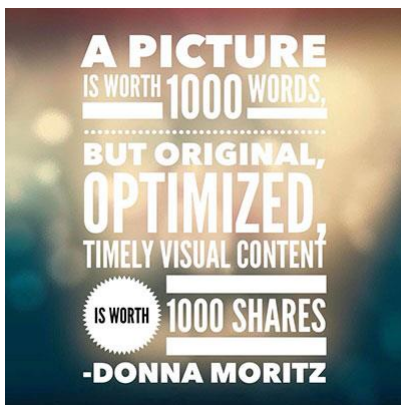
Lumen5 – <https://lumen5.com/>

WordSwag – <http://wordswag.co/>



iPhone Screenshots





Scheduling & Monitoring Tools

Hootsuite - <https://hootsuite.com/pages/landing/non-profit-discount-application>

Buffer - <https://buffer.com/nonprofits>

BuzzSumo - <http://buzzsumo.com/nonprofits/>

HARO - <https://www.helpareporter.com/sources/>

Google Alerts - <https://www.google.com/alerts>

Talkwalker Alerts - <https://www.talkwalker.com/alerts>




PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

#RestaurantBoss


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Interactive Poll

What is the one thing you are going to try today?

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Questions?

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Julia@jcsocialmarketing.com
jcsocialmarketing.com

