

ANATOMY OF A GREAT STORY

— & WHERE TO FIND THEM —



SET YOUR STORYTELLING GOALS

Great storytelling depends on a strong framework. Before launching a campaign or storytelling strategy, ask yourself:

1. What goal do you want to achieve with your storytelling?
2. Who is your target audience of story 'listeners'?
3. How will I measure my storytelling? What is my goal for those metrics?
4. Which channels will the stories be shared on?

CREATE YOUR STORY FILTER

Every story has value - but great stories meet specific criteria. Once you set goals, define those criteria, and keep the following in mind:

1. Your story should be human - make sure you focus on a person or group of people
2. Great stories evoke emotion - think about how your story connects and relates with your target audience
3. Be diverse in your storytelling. Focus on students/teachers/parents/etc. when it meets your goals



TELL STORIES WITH PURPOSE

Once you're ready to share your great stories, make sure you're doing so with your brand platform in mind. Use the brand pillars, personality tones and visual standards as you go, and do it consistently with every story.

1. Make sure to share your tagline (i.e. your brand hashtag) often, especially with high-level storytelling
2. Infuse your brand pillars, personality tones, etc. into your website copy, Facebook info, Twitter profile, etc.



COLLECT MANY STORIES

Storytelling can't happen in a vacuum. Build a network of team members who can help you find great stories, keeping these steps in mind:

1. Tell your team what types of stories you're looking for, based on the filter
 2. Create a common place they can share stories, like a Google Form
 3. Once you do select a few stories you really like, make sure to thank everyone who submitted an idea - even if they weren't chosen
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