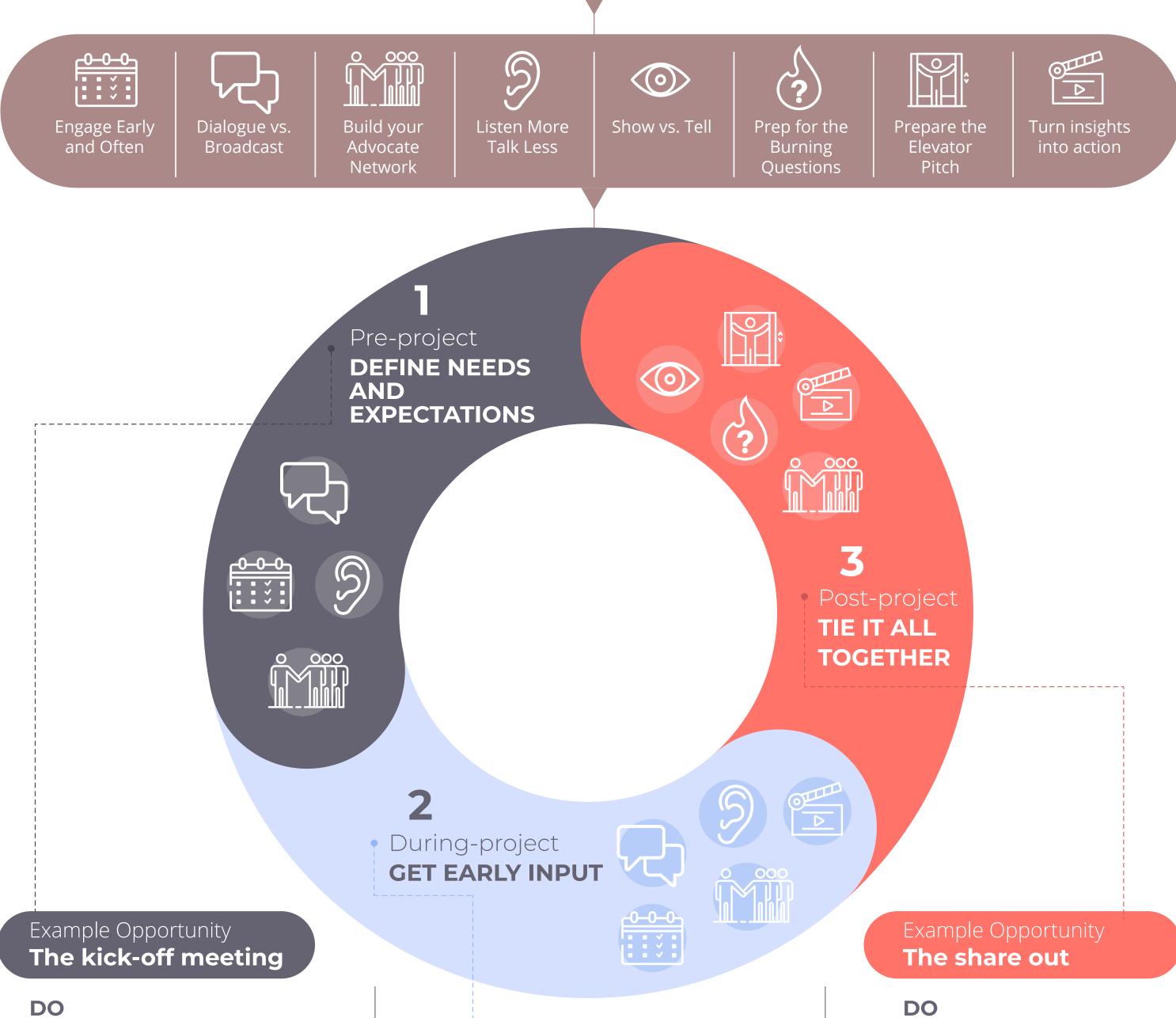
HOW TO SOCIALIZE YOUR STORY

There are countless macro and micro-opportunities to socialize your story throughout an initiative or project – *use them all.*



- Interview key stakeholders to gauge expectations and needs
- Map audience terrain (e.g. identify the client's client)

DON'T

- Assume you know what people need/want
- Set it and forget it (you need to build in checkpoints/progress reports along the way)

Example Opportunity

The report outline

DO

- Collaborate with your client
- Review potential business implications and requirements
- Consider conducting a work/synthesis session to co-identify key themes, etc.

DON'T

- Miss an opportunity to get their reactions (early!)
- Forget to ask critical questions (What's missing? Are we hitting key points?)

- Invite and engage the broader team and original stakeholders
- Know your <u>Big Idea</u>
 backwards and forwards

DON'T

- Think there won't be any critics (there will be and you need to prepare for them)
- Just share out insights and assume people will take action
- Forget to connect the insights to the brand/ business implication

SOCIALIZATION ROI

Connection

Stakeholders feel a stronger connection to the work.

Q&A

Stakeholders' questions are more apt to be answered.

Advocacy

Transform stakeholders into advocates.

Reach

Engage people who aren't close to the work – they could be your future advocates.

STORYTELLING IN ACTION

Activity: Select a past, present, or future project and map out your socialization plan. Use the following chart to identify the opportunities and applicable story socialization tools.

Pre-project DEFINE NEEDS AND EXPECTATIONS	2 During-project GET EARLY INPUT	3 Post-project TIE IT ALL TOGETHER
Example Opportunity 1 The kick-off meeting	Example Opportunity 1 Report outline	Example Opportunity 1 Share out meeting
Example Opportunity 2 Scoping & design meeting	Example Opportunity 2 Early/mid-phase share of topline data	Example Opportunity 2 Hands-on activation session to ideate solutions
When else could you socialize your story? Who are your stakeholders?	When else could you socialize your story? Who are your stakeholders?	When else could you socialize your story? Who are your stakeholders?
Storymaster Tools (choose all that apply):	Storymaster Tools (choose all that apply):	Storymaster Tools (choose all that apply):
 Engage Early and Often Dialogue vs. Broadcast Build your Advocate Network Listen More Talk Less Show vs. Tell Prep for the Burning Questions 	 Engage Early and Often Dialogue vs. Broadcast Build your Advocate Network Listen More Talk Less Show vs. Tell Prep for the Burning Questions 	 Engage Early and Often Dialogue vs. Broadcast Build your Advocate Network Listen More Talk Less Show vs. Tell Prep for the Burning Questions
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