



# Digital Communication & Storytelling

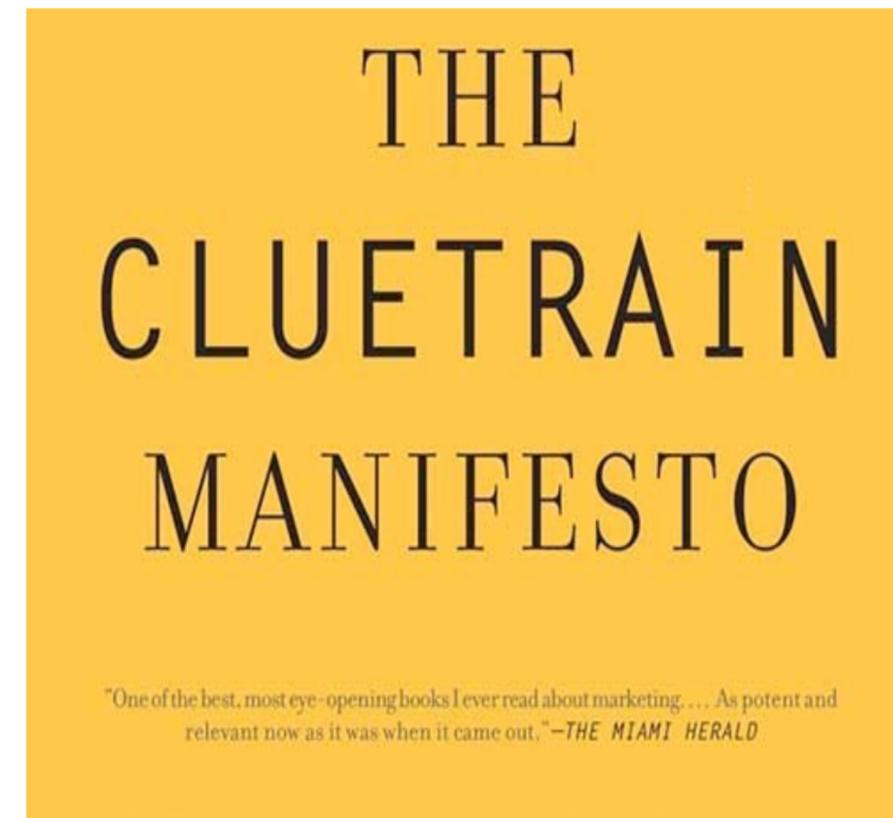
Antonia Colasante 22/04/2022



# Cluetrain Manifesto

un nuovo mercato interconnesso

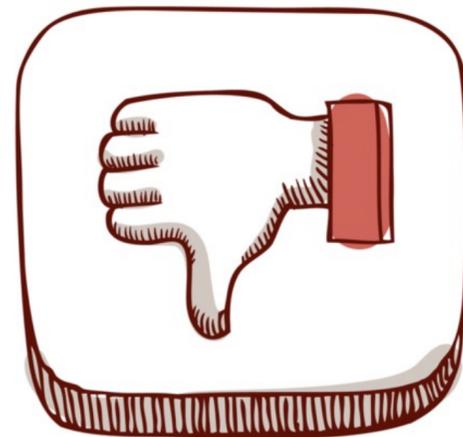
- i mercati sono conversazioni
- i mercati sono fatti di esseri umani
- partecipazione attiva degli utenti
- finestra sul mondo in tempo reale



RICK LEVINE, CHRISTOPHER LOCKE,  
DOC SEARLS, DAVID WEINBERGER

# Social Media

- To reach the audience through social media channels
- To catch people attention and engage them



# You, Yourself, and Your Online Reputation

- How can social networking help or hurt a person's reputation?
- Which channels/sites do you use?
- Why did you choose these sites?
- Are you in charge to manage them?



# Social Media & Reputation



1. Be honest about your idea's potential, benefits and intentions
2. Be transparent about how you aim to conduct your business

**GOOGLE DON'T FORGET**

# Change your mind



<https://www.youtube.com/watch?v=y9Ltelwlqkg>



Co-funded by  
the European Union

# Growth and Benefits of Digital Communication

Digital media has created opportunities to create relationships with the audience



# Social Media: differences

Approved  
Distribution  
Networks



	<b>Largest Professional Network</b>	<b>Largest Social Network on the Planet</b>	<b>Largest Micro-blog, Quickly Shares Info</b>	<b>Photo- and video-sharing app</b>
<b>Audience (Monthly Active)</b>	<b>+300 million</b> , affluent professionals	<b>+2.3 billion</b> , 58% between 25 and 54	<b>+320 million</b> , 65% over 25	<b>+1 billion</b> , 65% between 18 and 34
<b>Purpose</b>	Network and job search	Socialize and build a fan base	Share opinions/news	Share photos and stories based on visual appeal
<b>Why Use?</b>	Join special interest groups, use easy search tools, access preferred site for sales professionals	Access to largest audience of all social media sites and tools for networking; create business page	Send pithy insights that establish you as thought leader; engage in real-time communication	Build influence through striking images and video



# SM copywriting



the klog

the klog Are you team coffee ☕ or team matcha 🍵

While teas are great to drink, do you know about all of the benefits tea can have for your skin? Green tea can provide protection for sensitive skin, black tea has de-puffing benefits ideal for oily skin, and white tea is rich in antioxidants! Tap the link in bio to become a tea expert. 🍵

📷: @headstandsandheels

#theklog #matcha #tea #teaskincare #greentea #greenteaproducts #indoorgarden #skincare #skincarecommunity #kbeauty #skincaretreatment

1 120 likes

*Annotations:*  
- "promise" points to "all of the benefits tea can"  
- "bridge" points to "Tap the link in bio"- "preview" points to "do you know about"- Red boxes highlight "all of the benefits tea can" and "Tap the link in bio"- Red lines connect "promise" and "bridge" to their respective text elements.

1. Did you offer useful content? ✓
2. Did you write to your reader? ✓
3. Did you use <100 characters? ✓
4. Did you link to your website? ✓
5. Did you use active voice? ✓
6. Did you write conversationally? ✓
7. Did you include an image? ✓
8. Did you use targeted keywords? ✓
9. Did you use spellcheck? ✓
10. Would Grandma be OK with it? ✓

# Definition

Brand Storytelling is using a narrative to connect brand to users, linking what you stand for, to the values you share.



# HOW STORYTELLING AFFECTS THE BRAIN

## NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

## MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



## DOPAMINE

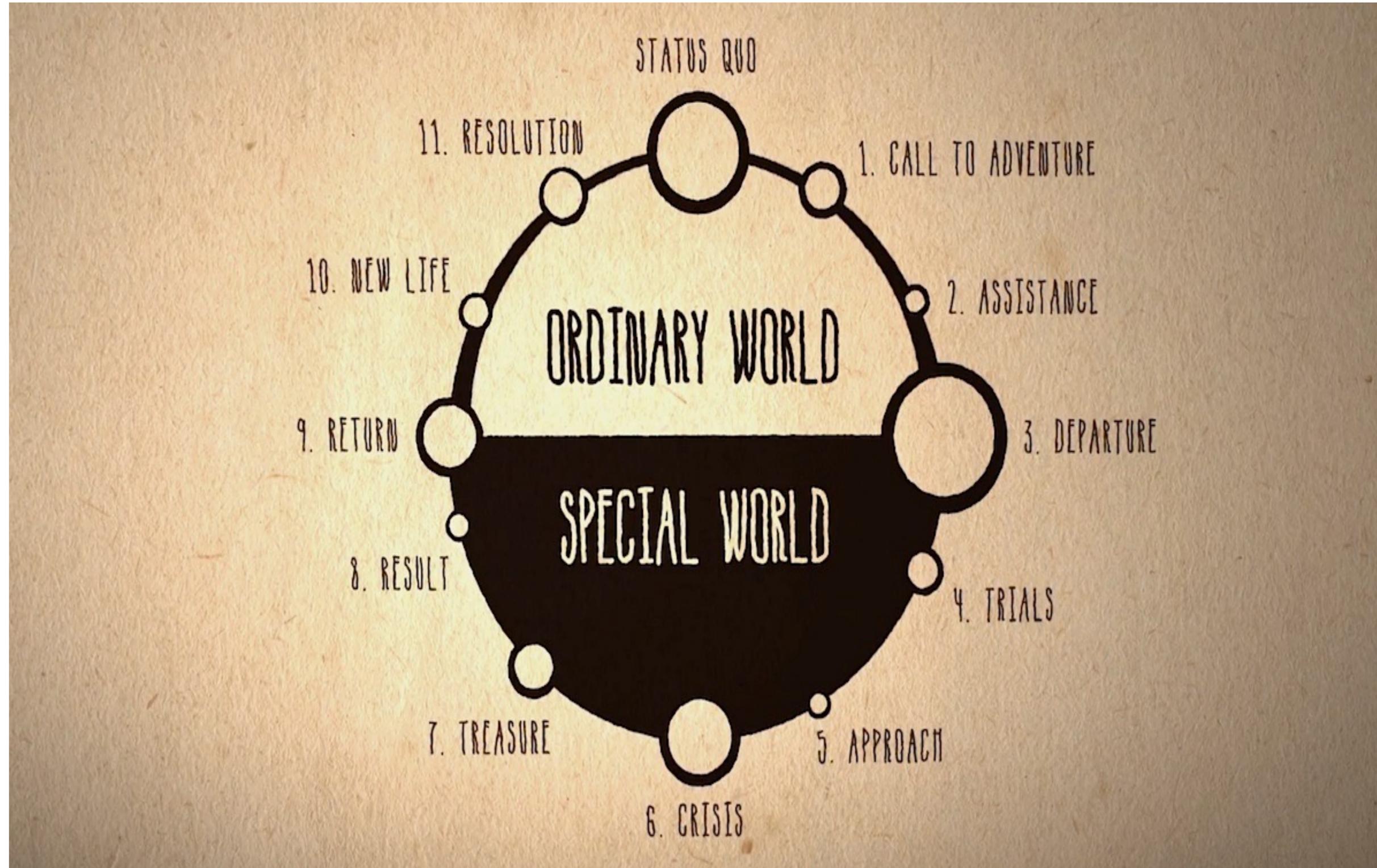
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

## CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



# JOSEPH CAMPBELL - the hero journey



# BRAND STORYTELLING

PROJECT \_\_\_\_\_

DATE \_\_\_\_\_

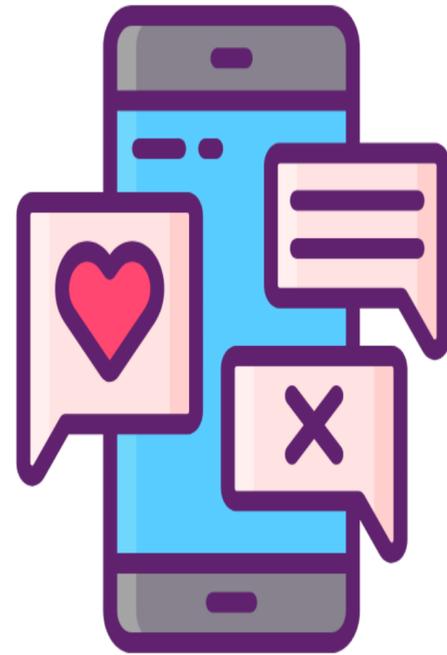


GOALS 		
PERSONAS 	KEY MESSAGE 	MEDIA/CHANNELS 
CTA 	STORY - HEROES 	TOV 
KPI 	RESOURCES 	

# 1. GOAL



Awareness



Engagement



Reputation

14



Trust

# 2. KEY MESSAGE

What do you have to offer?

- Your WHY
- Your own content
- Your values/uniqueness
- Something differentiating you

## The Golden Circle

### WHAT

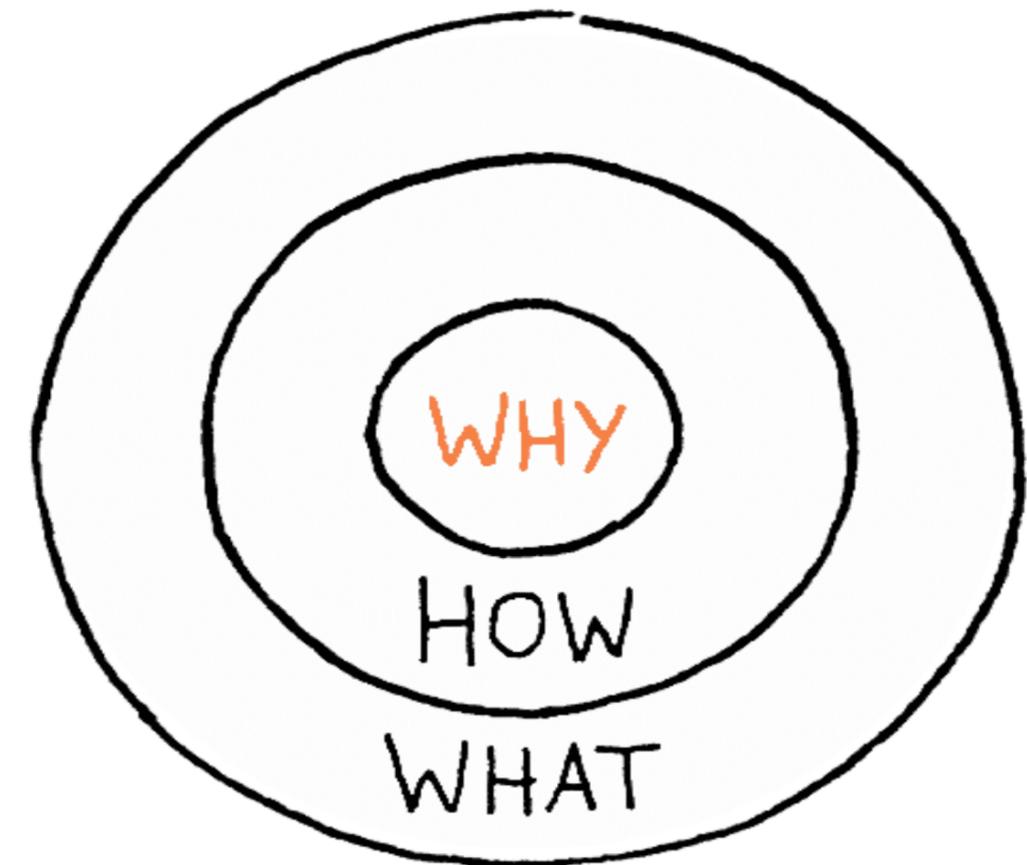
Every organization on the planet knows WHAT they do. These are products they sell or the services

### HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

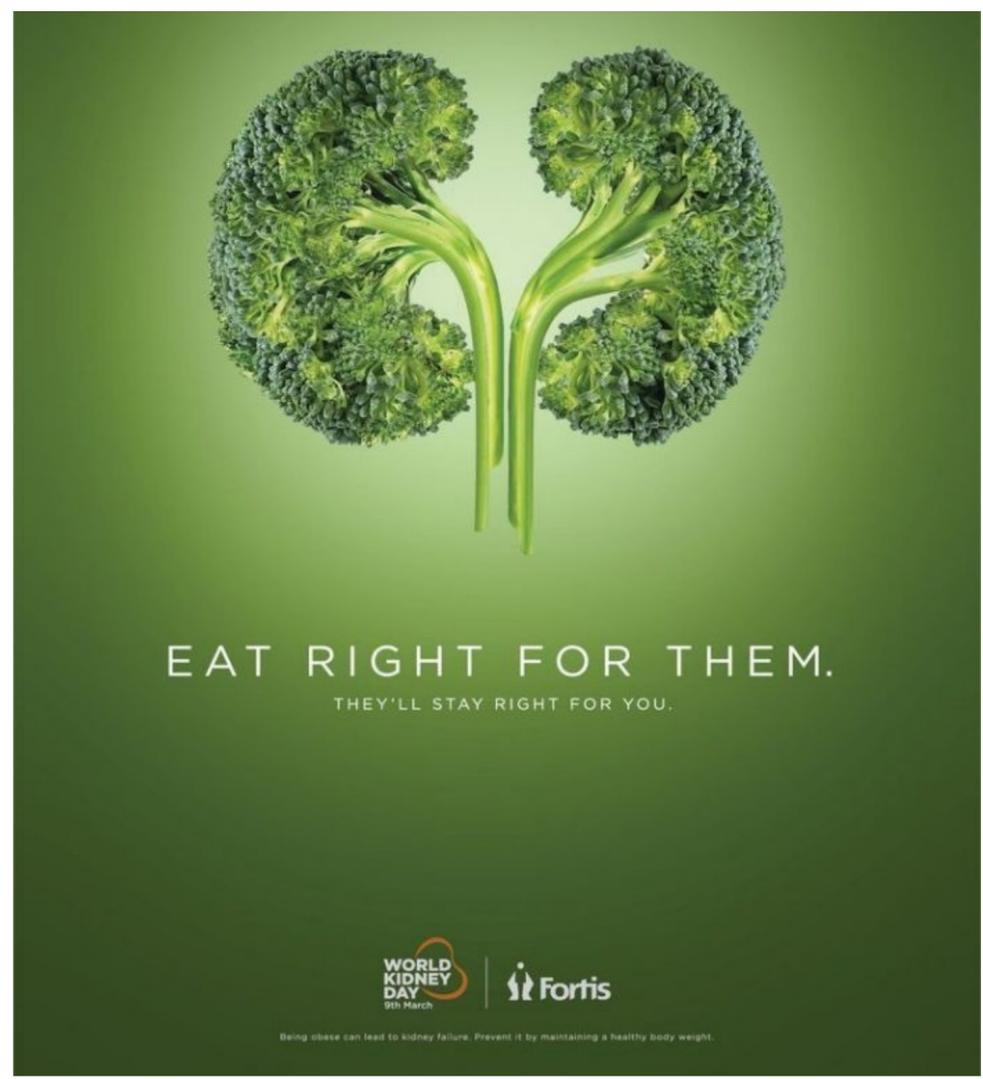
### WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



# 3. STORY/HEROES

Create a metaphor/symbol memorable and useful to engage people



# 4. PERSONAS

## Who: Make a Persona

<p><b>“Mary”</b></p>  <p><b>Working Mom</b></p>	<p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Has a housecleaner</li><li>• Buys take-away 3 nights/wk</li><li>• Frequently feels overwhelmed when she “forgets” something</li></ul>	<p><b>Main Problems</b></p> <ul style="list-style-type: none"><li>• Find a babysitter</li><li>• Time for herself</li><li>• Lose weight</li></ul>
<p><b>Demographics</b></p> <ul style="list-style-type: none"><li>• 34 years old</li><li>• Lives in Reading, works in London</li><li>• Married, 2 kids</li><li>• Household 125k/yr</li></ul>	<p><b>Needs &amp; Goals</b></p> <ul style="list-style-type: none"><li>• Help! Running errands, managing kids, keeping things running</li><li>• Time for her girlfriends</li><li>• To feel like she “has it sorted”</li><li>• “To clone herself”</li></ul>	<p><b>Where to find</b></p> <ul style="list-style-type: none"><li>• Kids Store</li><li>• Beauty Salon</li><li>• Kids Parks</li></ul>

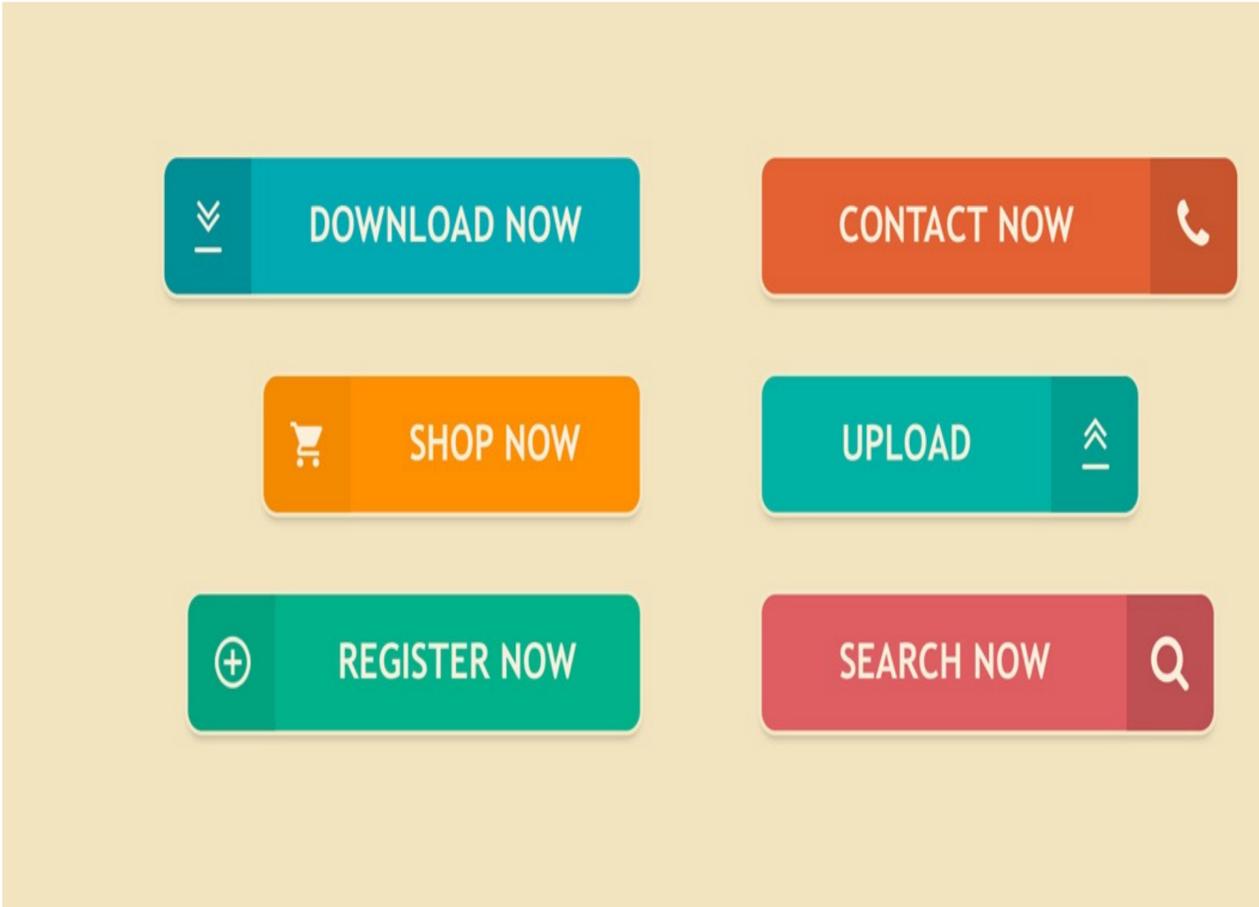
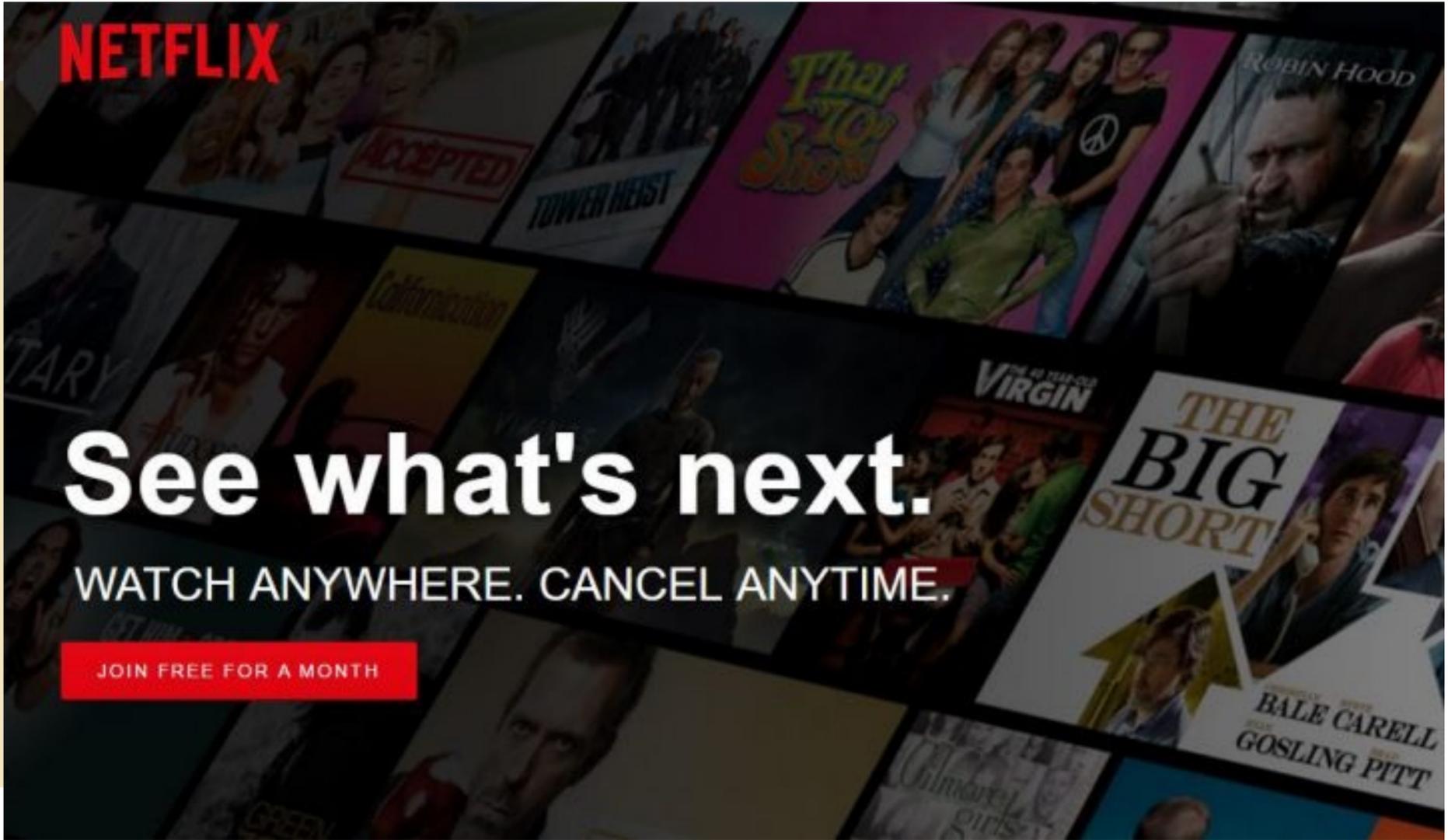
# 5.CHANNELS



	I like Coffee.		I am drinking #Coffee.
	I am good at drinking Coffee.		Watch me as I drink Coffee.
	Here is a collection of pictures and recipies of Coffee drinks.		Here is a vintage picture of me drinking Coffee.



# 6.Call to action

# 7. Tone of Voice



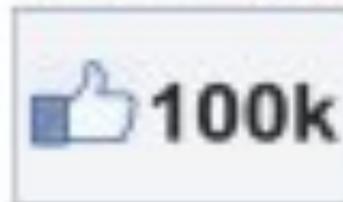
# 8. KEY PERFORMANCE INDICATOR

## Examples of Awareness KPIs

1) Number of hashtagged posts



2) Number of "likes" or "favourites"



3) Total reach of influencers



4) Visitors/page views to website/blog



5) Number of social shares/retweets



6) Number of blogged posts generated



# 9. RESOURCES

- Professionals involved and Skills
- Tools/software/platforms/app...



# THANKS