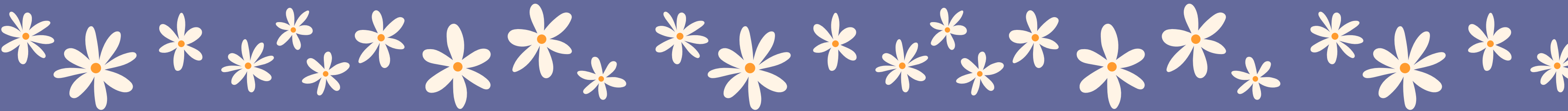
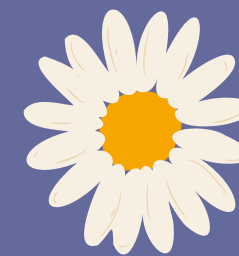
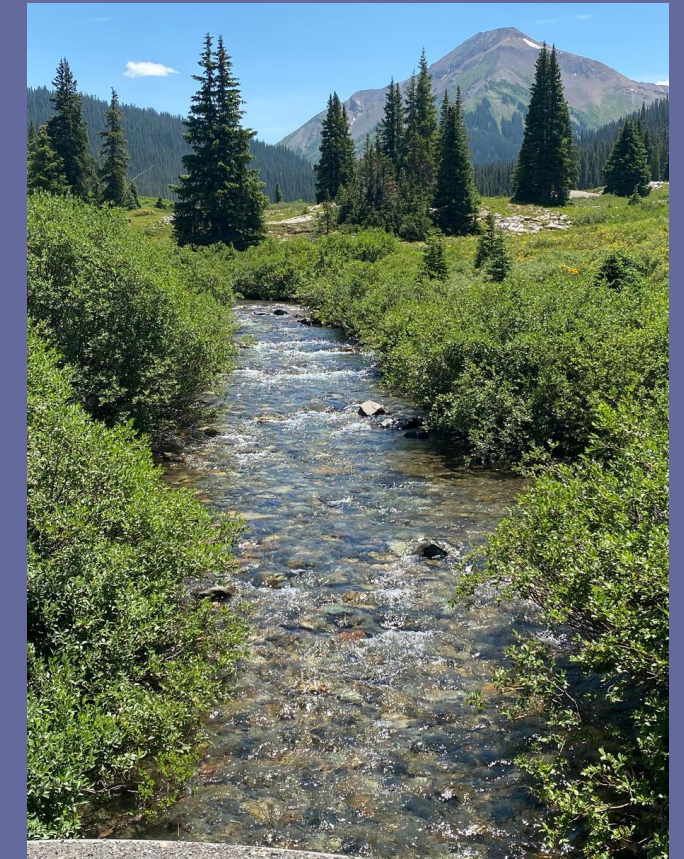
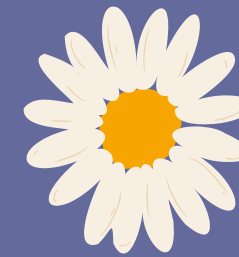


Storytelling with Social Media

Pam Dunbar
Chapter 1F



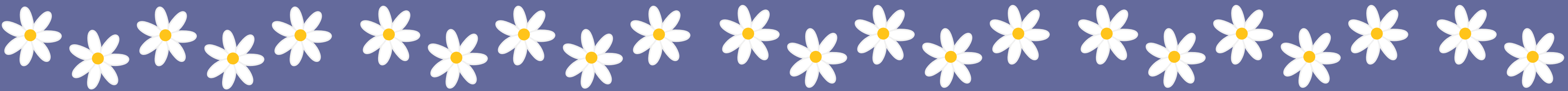
Hello and Welcome



For the past year this has
been our mantra...



*We all need to become
Storytellers!*



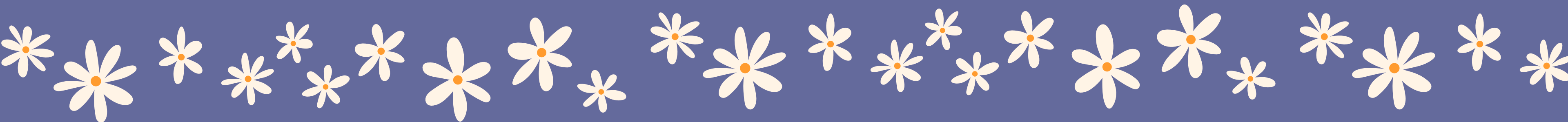
It's About Connection

Why is it important to tell our stories?

As a storyteller, you borrow a story's power to connect people to what is important to help them make sense of their world.

A good story simplifies our world into something that we feel like we can understand.

-Annette Simmons - "The Story Factor"





**If history were taught in the form of stories,
it would never be forgotten.**

-Rudyard Kipling

Ways to Communicate



**Texting,
Calling,
Video Chats**



**In-person! Meetings,
Coffee, Social Events**



**Email, Social Media,
Newsletters,
Podcast**

Why should we use social media?



Over 4.74 billion people across the world use social media

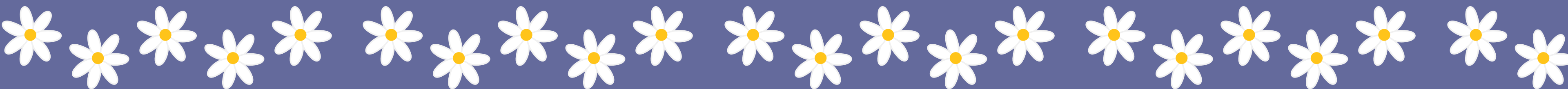
Over 75% of the world's population aged 13+ uses social media

76% of North Americans use social media

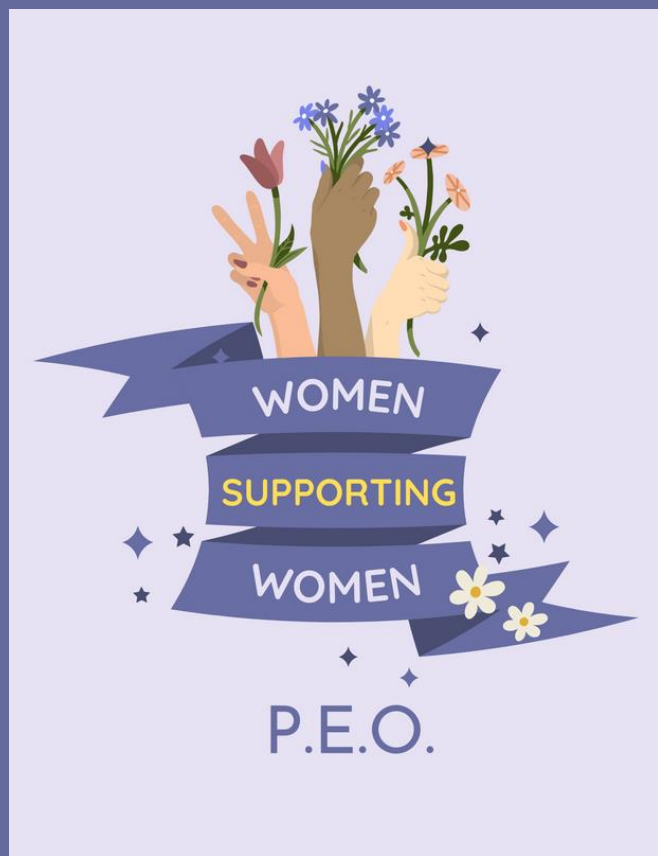
Women aged 16-24 years old use social media the most, spending an average of 3 hours and 10 minutes per day on social media

The main reason people use social media is to stay in touch with friends and family, fill spare time, and read the news

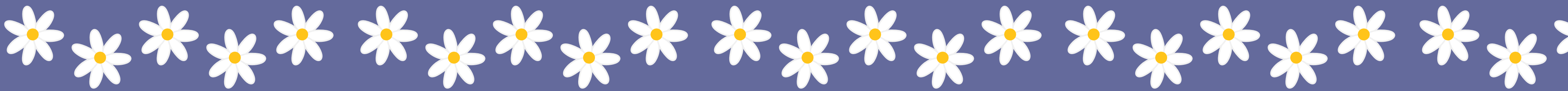
Source: Hootsuite, 2023



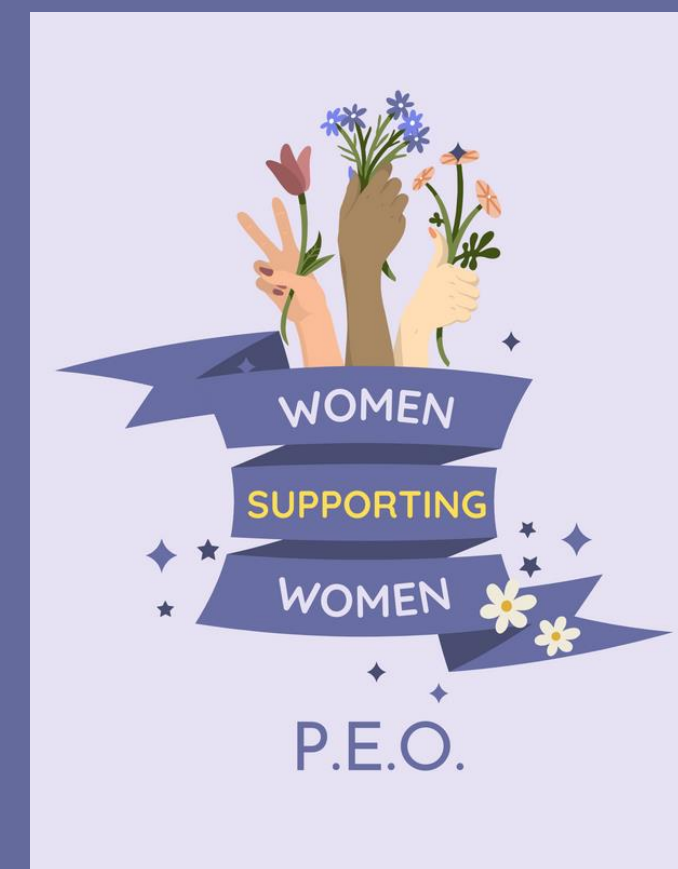
What is our P.E.O. why?



Our membership is aging, and we need to find and recruit younger women to help us continue our organization far into the future.



How to start.



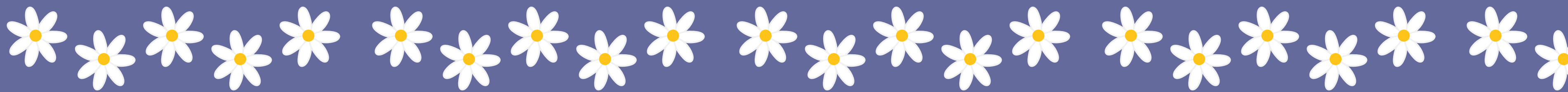
Use the platforms you are already on to tell **YOUR** story.

Facebook & Instagram are the best for Women 20-60+

Do NOT start a Chapter Facebook page or other social media page unless...

You have someone who is willing to be a content manager for the page. Social media takes time/devotion.

A Story of Connection



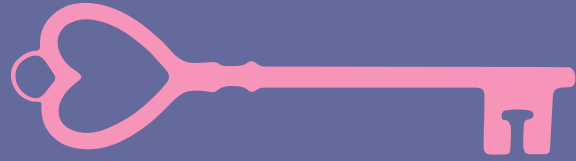
Getting the Word Out



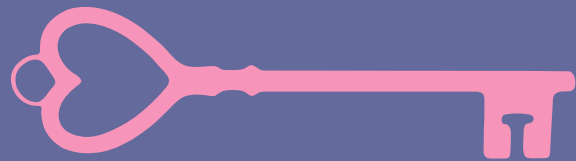
It's been 5 FUN months with my P.E.O. Sisters.
Ask me about P.E.O. it's a great organization!
#PeoSisterhood #EducatingWomen
#SupportingWomen #Sisters #HolidayFun

Sample Reel/Story for Instagram

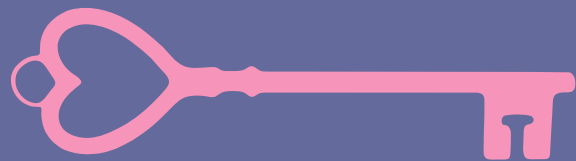
Three Keys to Storytelling



Reveal your personality to the reader. It helps them to understand you.



Reveal the reader to themselves, how can they relate.



Share an idea & help deliver an a-ha moment.



Making an Impact at Breakfast

Stories that can be shared. The story of
Nancy and the White Rose.

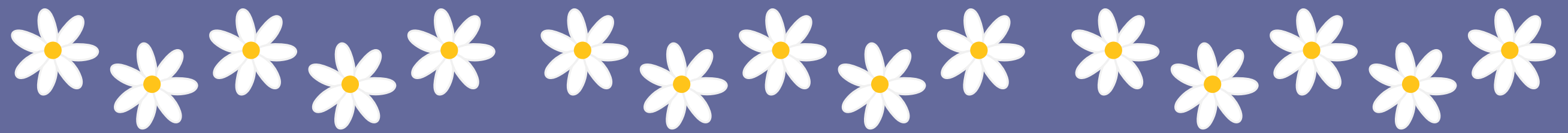


Places to start.

When you see someone who has qualities or has achieved goals you admire, ask about their story.

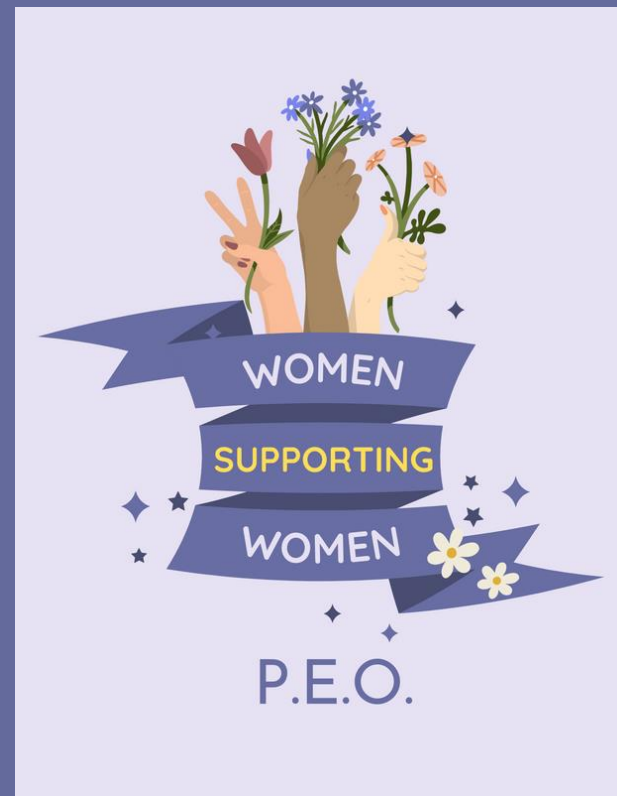
Studies show that sharing stories increases your sense of well being, decreases your heart rate and blood pressure.

(Simmons, 2019)

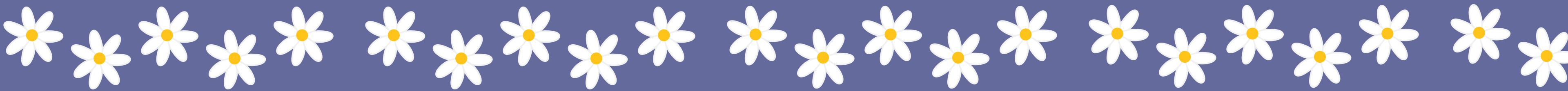


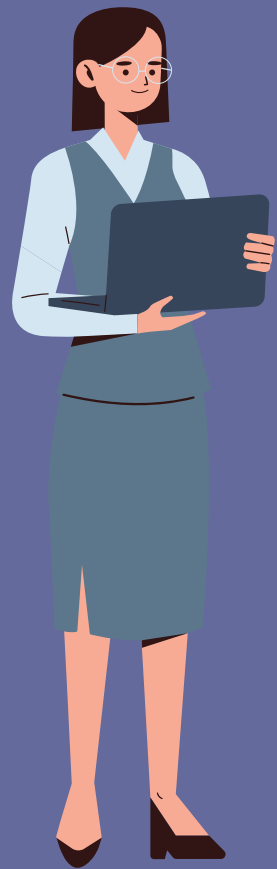
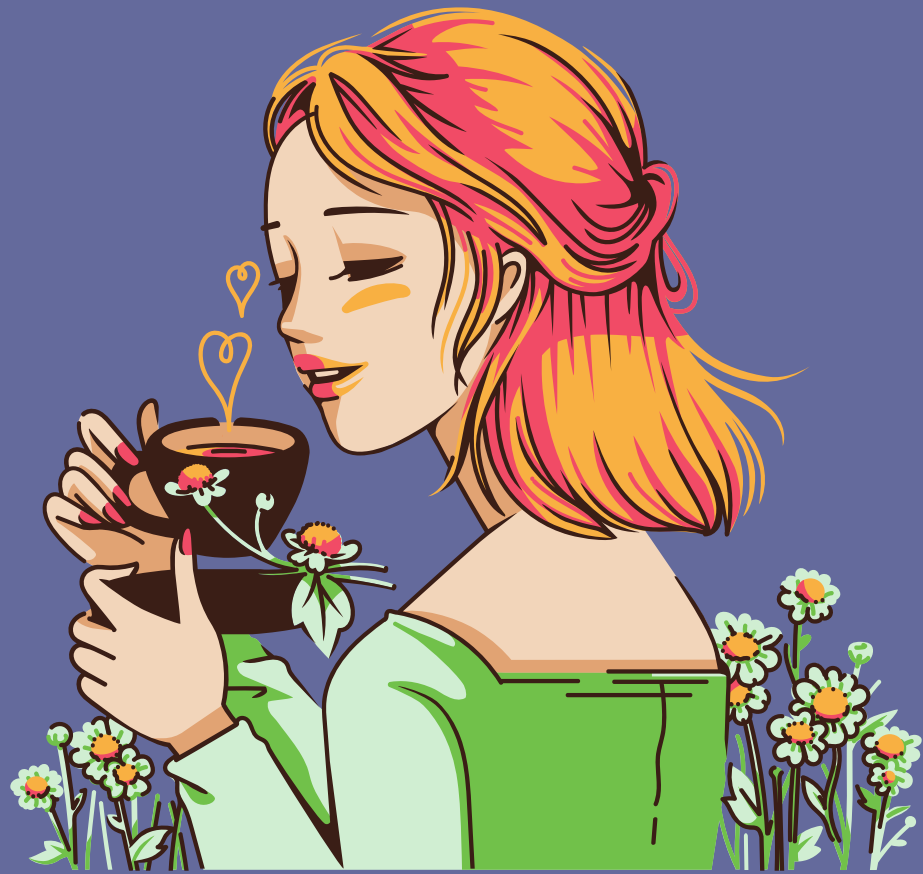
Creative Content

Putting storytelling into practice.



Let's play a game!





Know your audience/what is the right-Voice

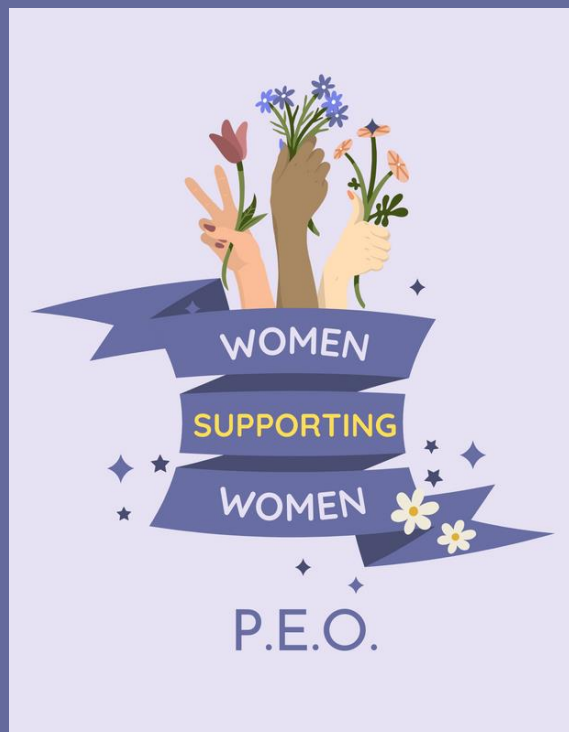
Friendly

Upbeat

Supportive

Informative

Interesting





Girls just wanta have fun!
With my P.E.O. sisters at
the Glitter n Grit Rugby
learning event.

#Sisters

#AmericanRaptorsRugby

#Fun





Best Practices

Write with an active voice:

Active: I had an amazing time with my sisters yesterday.

Passive: Yesterday I went on a trip with my sisters.

Active: Ali posted the video online.

Passive: The video was posted online by Ali.

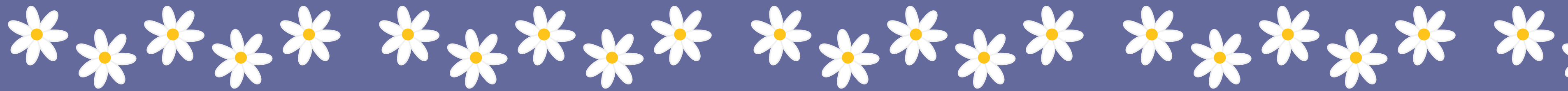
Use the Tools supplied by the platform:

Be sure to include a photo, hashtags, and links.



Make a video if you feel adventurous!

The Best Content Types



Who I am - use an authentic voice & build trust with your audience



Photo drop! Fun day in the gardens with my friends and P.E.O. Sisters!

#EducatingWomen

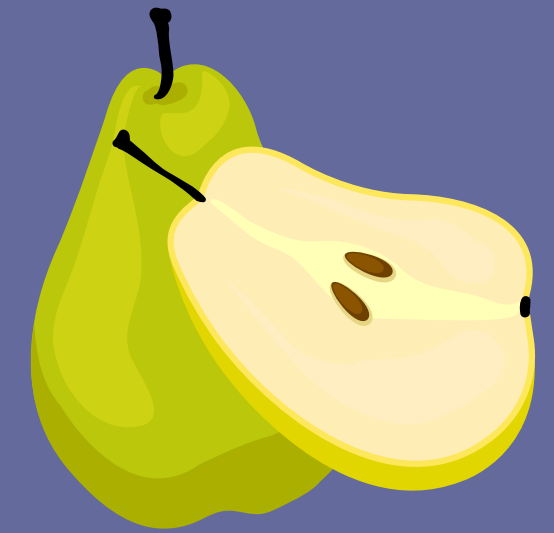
#Sisters

#Nature


#Flowers

Why I am here- if the audience is investing time, money, or membership what are you getting out of it?

Telling builds trust.








Create post

 **Pam S. Dunbar**
Friends

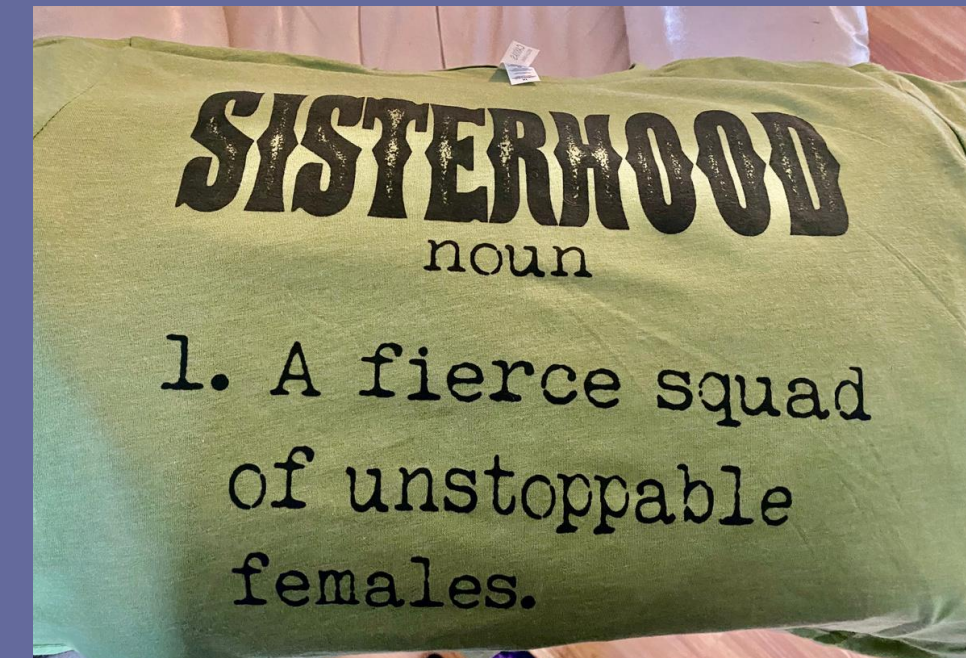
Hi Friends! I am selling peaches and pears this summer. All proceeds go to P.E.O. A women's organization that supports education for well....women! We have many different scholarships, and loan programs and support a college named Cottey!

It's a wonderful organization and I hope that you will be able to support with the purchase of these incredible Western Slope peaches and pears.

Below is the pricing, and we expect these to arrive in late August. Thank you for supporting women and their educational pursuits! If you are interested in more about P.E.O. I am ready for your questions. **XOXO** Pam

Add to your post      ...

Vision/inspirational testimonials, aspirational, reasons why we do what we do



Pam S. Dunbar

Friends (+) ▼

Yesterday was an amazing day with all of my SISTERS! We celebrated the installation of Paisley L. Huntoon as the P.E.O. Colorado State Chapter President. And, we shared our love by wearing matching Sisterhood t-shirts. ❤️

#sisters

#blessed

#PEOSisterhood

A quick recap

- To find younger members we need to go where they are.
- Social media can be fun, we can tell our truth through stories.
- Be authentic, and share stories about you, the sisterhood, and what we do. (our mission) Most people love stories!
 - Use photos, hashtags, and tag sisters when you can.
- Only use what you know. Don't start a social media platform that can't be maintained.
 - Have FUN, share and look for those connections.

KNOW YOUR P.E.O. AND LET IT SHOW!



As we let our light shine, we unconsciously give other people permission to do the same. As we are liberated from our fears, our presence automatically liberates others.

Marianne Williamson

Questions??

?

