

storytelling

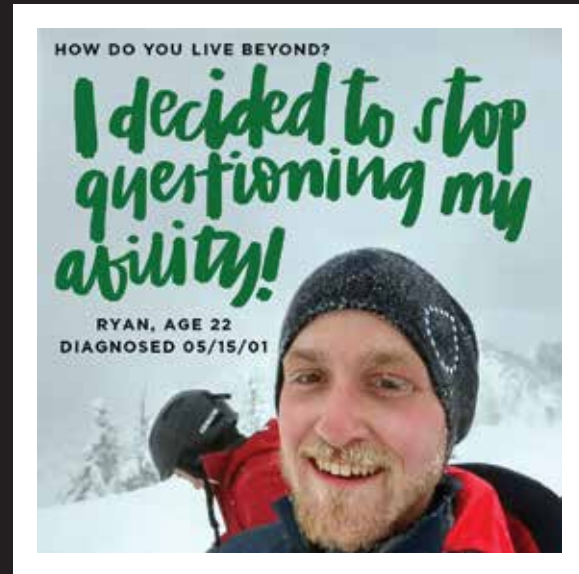
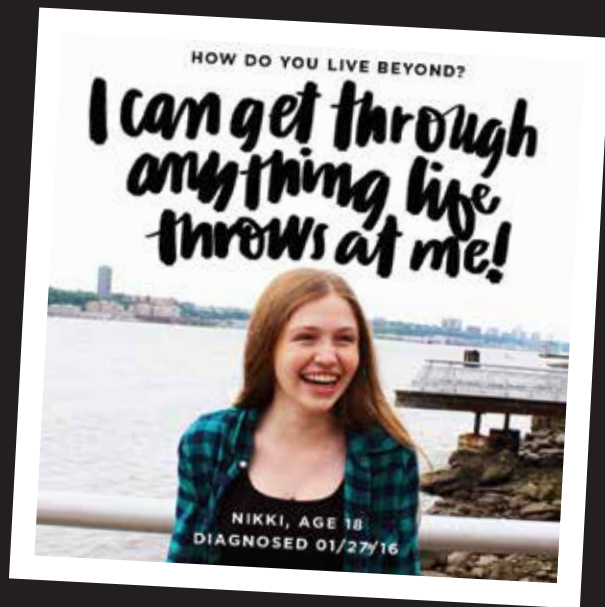
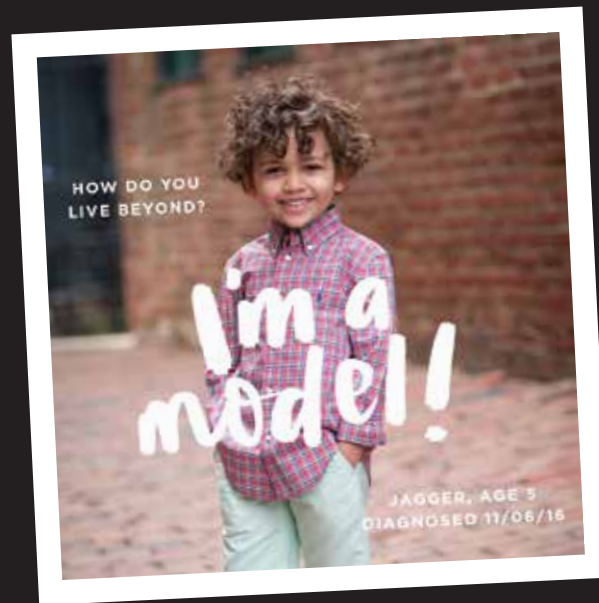
YOUR SOCIAL MEDIA STRATEGY FOR DIABETES CAMPS

2018 INTERNATIONAL DIABETES CAMPING CONFERENCE

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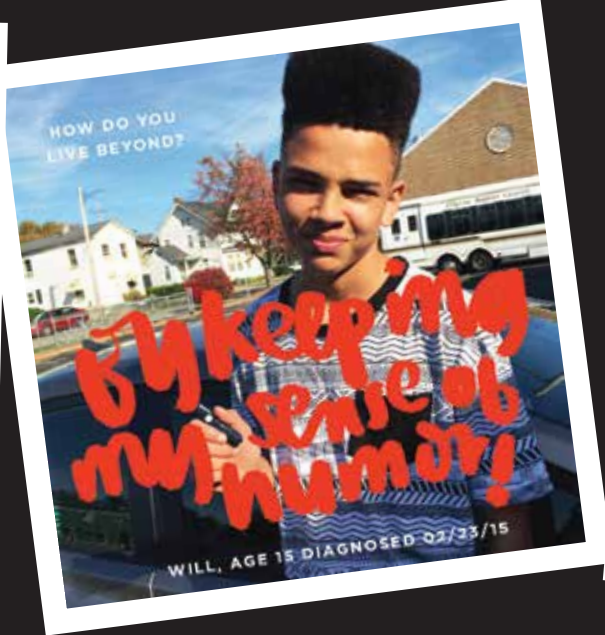
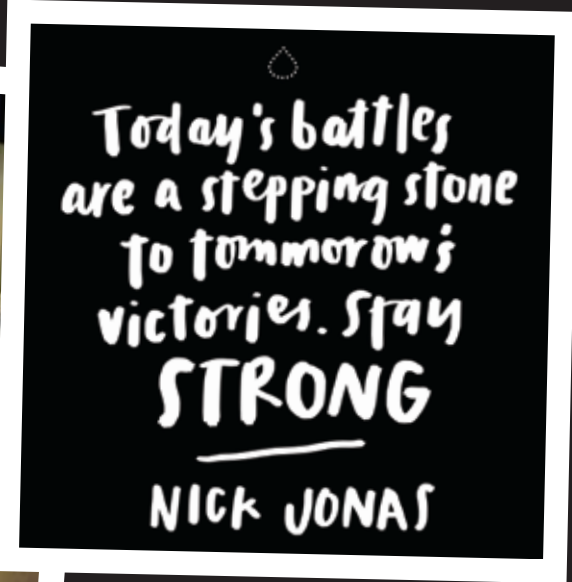
**SOCIAL MEDIA IS NOT A MEDIA.
THE KEY IS TO LISTEN, ENGAGE,
AND BUILD RELATIONSHIPS.**

David Alton



HOW TO USE STORYTELLING IN SOCIAL MEDIA?

SOCIAL MEDIA IS AN **OPPORTUNITY** TO HAVE A CONVERSATION WITH YOUR FOLLOWERS. BE **AUTHENTIC** AND APPEAL TO YOUR COMMUNITY'S **EMOTIONS**.



THE GOOD, THE BAD AND THE UGLY.



SOCIAL MEDIA:

THE QUICK GUIDE FROM

Beyond Type 1

USE SOCIAL MEDIA TO: **ENGAGE** WITH ISSUES IMPORTANT TO THE TYPE 1 DIABETES COMMUNITY

CONNECT WITH YOUR CAMP COMMUNITY THROUGHOUT THE YEAR

BOOST SIGN-UPS

STORYTELLING IS IMPORTANT! BE AUTHENTIC AND APPEAL TO YOUR COMMUNITY'S EMOTIONS. HOW?

- MAKE IT PERSONAL! WHO WORKS AT YOUR CAMP? WHAT'S YOUR ORIGIN STORY?
- TELL STORIES FROM THE POINT OF VIEW OF STAFF MEMBERS OR CAMPERS.
- INCLUDE YOUR CAMP'S VALUES. TELL US WHAT YOU CARE ABOUT AND WHY.
- HIGHLIGHT STORIES SHARED BY YOUR COMMUNITY. (ASK PERMISSION FIRST!)

CHOOSING PLATFORMS:



INSTAGRAM IS A PLACE FOR PHOTOS + STORIES. GOT BEAUTIFUL PHOTOGRAPHY? GREAT! WRITE A CAPTION AND BE SURE TO TAG PEOPLE. INSTAGRAM IS ALSO A PLACE TO INTERACT WITH YOUR FOLLOWERS VIA DIRECT MESSAGES + COMMENTS. TRY TO POST MULTIPLE TIMES A WEEK. HASHTAGS AND LOCATION TAGS HELP.

FACEBOOK IS ABOUT COMMUNITY. GET PEOPLE TALKING IN THE COMMENTS. SHARE UPDATES FROM CAMP - VIDEOS, BLOG POSTS, REGISTRATION LINKS, PERSONAL STORIES. LINK TO YOUR WEBSITE TO GET EYES OVER THERE!

TWITTER IS A PLACE TO JOIN THE CONVERSATION. INTERACT WITH ADVOCACY GROUPS, ENGAGE WITH THE ISSUES, MAKE SOME JOKES, AND POST AS MUCH AS YOU WANT!

* a note on brand voice:

CHOOSING A TONE APPROPRIATE FOR THE TOPIC IS KEY. HOW DO YOU CONVEY "FUN, BUT PROFESSIONAL" OR "JOYFUL AND INSPIRATIONAL" OR "SERIOUS AND INFORMATIVE"? CONSIDER WORD CHOICE AND BE YOURSELF!

BEYOND TYPE 1

   @beyondtype1
BEYONDTYPE1.ORG



SOCIAL MEDIA IS A UNIQUE OPPORTUNITY TO JOIN THE CONVERSATION. OUR ROOTS IN THE ONLINE COMMUNITY HAVE ALLOWED US TO LISTEN TO THE CONCERNS AND NEEDS OF REAL PEOPLE, AMPLIFY INDIVIDUAL'S VOICES AND BUILD PROGRAMS WITH IMPACT. OUR WORK IS FOR AND BY THE TYPE 1 DIABETES COMMUNITY, AND SOCIAL MEDIA A KEY PLACE WHERE THAT BEGINS.

Plus-IT'S FUN!

DANA HOWE, COMMUNICATIONS MANAGER, BEYOND TYPE 1