

The Young Marines Story

“A Picture is Worth 1,000 Words”

Social media is a powerful storytelling tool. Images, videos, animations, and/or combinations of these elements tell a story about the subjects in them and send a message to whatever audience is targeted.

Steps in Telling a Story:

1. Start with the audience.
 - a. What topics interest your audience?
 - b. What do they believe in?
 - c. What content appeals to them?
 - d. What is important to them?
 - e. Know as much about the group as possible before appealing to them.
 - f. Find what your audience believes in and tell that story.
2. Decide on the message.
 - a. What do you want your audience to know?
 - b. How should they feel about the media you share?
3. Choose your content.
 - a. What type of content will most appeal to your audience? (photos, videos, Instagram story, boomerang, tweets, etc.)
 - b. What elements should you try to include in your photos or videos that will appeal to your audience?
 - c. What pictures will best represent the event, effectively communicate your message, and appeal to your audience?
4. Organize your media and captions.
 - a. Describe the who, what, when, and how of the photos or videos.
 - b. Make sure that the progression of your photos makes sense if you are using multiple.
 - c. Close your caption with a description of how the image/event connects to our program focus, mission, core values, etc.
5. Post your content!
 - a. Consider the platform that will best meet your needs and that is most accessible to your target audience.
 - b. Put your content in the Google Drive!!!! Even if you are posting it on your unit social media accounts.