

STORYTELLING STRATEGY FOR SOCIAL MEDIA

DATE: 24 October 2024
FEE: RM1100

DURATION: 1 Day

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Unlock the captivating world of social media storytelling in this dynamic session. Dive into the art of crafting compelling narratives that resonate with your audience. Learn to weave practical storytelling elements, discover creative principles, and apply techniques tailored to social media. By day's end, you'll be equipped to transform your brand's online presence through the magic of storytelling.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Recognize effective storytelling elements.
- Critically assess user journeys and determine the appropriate voice and tone for different scenarios.
- Utilize storytelling frameworks and techniques effectively.
- Understand the business and marketing applications of storytelling.
- Explore brand strategies and creative content on social media.
- Plan and distribute content strategically across multiple digital channels.

METHODOLOGY

This program will be delivered using multiple methodologies as the program is designed to be theoretical and practical hands-on sessions.

- Theoretical (Lecture style)
- Live demonstrations
- Hands-on practical work (technical)
- Group discussion & presentation

WHO SHOULD ATTEND

Anyone who wants to create compelling storytelling in marketing.

FACILITATOR

Mike Cheong

Michael Cheong is a graduate of the School of Mass Communication and a passionate advocate of finding ways to use zero-cost digital marketing for businesses. He is passionate about community empowerment. His main areas of expertise are SEO writing, copywriting, and social media marketing - he has trained and worked with various industries, including government and non-profits. As part of his professional experience, he has worked with small businesses and organizations that need to be more visible on social media to make more of an impact. He also provides practical skill training to seniors and emerging communities. In his training, he reverses engineers marketing processes in layman's terms to empower the training participants. He is passionate about human psychology and NLP.



PROGRAM CONTENT

Module 1

Introduction

Effective Storytelling Elements

- Understanding the Power of Storytelling
- Identifying Key Storytelling Elements
- Andragogy Activity: Group Discussion on Personal Storytelling Experiences

Group activity & presentation

Module 2

Digital Marketing Framework – Understanding Digital Marketing and How It Relates to Your Business

- Exploring the various channels of Digital Marketing.
- Understanding the advantages and differences of various popular platforms to leverage story targeting.
- The ABCDs in Digital Marketing.

Group activity & presentation

Module 3

User Journey and Voice/Tone

- Defining User Journeys in Storytelling
- Determining Appropriate Voice and Tone
- Analysing User Personas and Crafting Matching Stories

Group activity & presentation

Module 4

Creative Storytelling Principles

- Principles of Memorable Storytelling
- Crafting Creative Narratives

Group activity & presentation

Module 5

Storytelling Frameworks and Techniques

- Introduction to Storytelling Frameworks (Hero's Journey)
- Practical Techniques for Engaging Storytelling
- Applying Storytelling in Business
- Leveraging Storytelling for Marketing Success

Group activity & presentation

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3 & 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 5
		End of the day

