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Alabama Media Professionals The Power of Digital Storytelling

May 12, 2016

Why is it important?

1. What is your story?

- Stories can be narrowed to 1 sentence.
- Stories can be narrowed to 1 word.

2. How do you tell it?

- Channel
10,000 tweets / 100 blog posts / 1,000 Instagrams
- Voice
one or many
consistent or diverse
- Brand

3. How do you monetize it?

- Are your fans hanging on every word?
- Are your fans helping create the narrative?
- Who is the real star of the story?

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Alabama Media Professionals Storytelling Resources

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1. Video: Opening keynote, Ike Pigott on “Corporate Storytelling”
<http://itswa.de/1tLmC8L>
2. The power of digital storytelling: Part 1 — Your story
<http://itswa.de/173be9G>
3. The power of digital storytelling: Part 2 — Your storytelling style
<http://itswa.de/1ceBSgn>
4. The power of digital storytelling: Part 3 — Your story monetized
<http://itswa.de/133TP1u>
5. Series: Storytelling in depth
<http://itswa.de/1kg5jx>