



The Art of Storytelling: An Analog & Digital Approach

Chuck Salem & Jim Spellos

October 22, 2018



*Once
Upon
a Time*

A large, light blue oval with a radial gradient is centered on the page. The text "Once Upon a Time" is written in a purple cursive font inside the oval. The oval is framed by two decorative purple flourishes, one above and one below, each featuring a central teardrop shape and symmetrical scrollwork.



Does Your Venue Use Storytelling Effectively to Tell Your Narrative?



Traditional Storytelling





A Tale of Two Stories



The Art of Being Appealing





Rational Appeal – The W's



What

Where

Why

When



Emotional Appeal – Emotion Supercedes Everything!



Imagine

Human Interest

Intangibles

Engaging
the Senses





Case Study – Salve Regina University





The C's for Traditional Storytelling



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The Digital Storytelling Challenge





The Art...

(of social storytelling)





Classic vs. Digital Storytelling



- Really Short Attention Span Theater
- Video rules supreme
- Interaction is essential
- Pay attention.





Which Channel Should You Be Using?





But Is It Compelling?



When your story is all about **what** you are and **what** you've done, it gets boring quickly.

When the story is about **why** you are, people are more interested.



www.ARNNGREN.net

Teknologi & Gadgets

el-biler til barn Index

(Fra 07.11.2004) < Frithjof i sin Fly-Bil

Search el-retur Index Slik Betaler du



Drone-Bike Løfteevne: 8kg kr. 19.998,-



Bygg ditt eget 2-seters Helikopter. kr. 398.000,-



Index

- Akvarium
- Alarm
- Alkotester
- ATV (eL)
- Bildefliser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronikk
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scouter & Bil
- Figurer
- Golf-biler (m/skilt)
- Hobby & RC
- Hoverpod
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quattroX

el-Jeep 4WD 3.998,- Nyhet!

3-hjul Cargo-el-Bike



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Nyhet!

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el-sykkel m/Oljestyrt skivebrems

Luft-iek (4.2 tonn)

Kraftig 3-Hjuls el-sykkel Nyhet!

RC Tank i Metall (55 cm) med Luftkanon

20-144x



Who Would Like Their Site Critiqued?



Social “Studies”



21 My Cold returns upon me; and with it impatience, and low Spirits. The Ladies & I
 22 Snow Storm the whole day. Galloway here. Rode with Catherine. Read prayer
 23 Re Cold. My wife and Charles also recovering. Charles reads. I
 24 Ma d J. W. Smith here. Countess Colombi. Ladies at the Play of the g



TWEETS 4,515 FOLLOWING 16.2K FOLLOWERS 18.1K LIKES 443

John Quincy Adams

@JQAdams_MHS FOLLOWS YOU

The line-a-day diary entries of John Quincy Adams, beginning with his journey to Russia on 5 August 1809. A project of the Massachusetts Historical Society.

Tweets Tweets & replies Media



John Quincy Adams @JQAdams_MHS · 6h

7/19/1816: VIII. J.A. Smith and Chambré returned to London— Walk only to Ealing. Phormio, Act 5. read with George.

1 1



John Quincy Adams @JQAdams_MHS · Jul 18



VINTAGE LOS ANGELES

Vintage Los Angeles
@VintageLosAngeles

[Contact Us](#) [Like](#) [Message](#) [...](#)

[Home](#) [About](#) [Photos](#) [Likes](#) [More ▾](#)

The image shows a Facebook page header for 'Vintage Los Angeles'. The main banner features a large, stylized sign that reads 'VINTAGE LOS ANGELES' in blue and pink lettering on a yellow background. Below the sign is a street scene with vintage cars and buildings. On the left side of the page, there is a circular profile picture with a pink and blue border, containing the text 'vintage LOS ANGELES' and a night cityscape. Below the profile picture, the page name 'Vintage Los Angeles' and the handle '@VintageLosAngeles' are displayed. To the right of the handle are buttons for 'Contact Us', 'Like', and 'Message', along with a three-dot menu icon. At the bottom of the page, there are navigation tabs for 'Home', 'About', 'Photos', 'Likes', and 'More'.





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Always Be Ready





An Alternative Storytelling Reality



Virtual reality poised to transform tourism marketing

Destination BC to make its second virtual reality video later this month

Hospitality & Tourism

April 4, 2016, 8 a.m.



Destination British Columbia takes virtual reality headsets to trade shows so the public can get a better sense of what it is like in B.C.



Using AR to Tell Your Story





JUST CURIOUS...

Are You Using Paid Placement To Tell Your Story in Social Media?





Social Storytelling Odds & Ends



- Sequence social media ads to create stories...retargeting
- “Pilot Fish” - Paid event influencers
- Create sharable content
- Hashtag consistency
- Did I mention using video???





Hemingway's First Tweet

@oldmanandthesea



"For sale:
Baby shoes. Never worn."
E. Hemingway

What's your venue's six word story?

Now say it in four words...

...and use it across all of your social media storytelling platforms.



Help Chuck Find His 6 Word Story





The Art...

(of social storytelling)



Managing the democratization
of the narrative

And They Lived...

