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Storytelling Strategies Using Social Media

Harness the power of authentic, cinematic, AI-enhanced narratives to captivate today’s scroll-first audiences - 1 day

FA-0428 · 1 day

Agentic & Generative AI · Automation, RPA & Power Platform

Introduction

We live in a world where capturing someone's attention feels like striking gold. Social media has become our modern campfire—a place where stories are shared, connections are made, and moments that matter come to life. Today's audiences, especially younger generations, have developed a keen eye for what feels real and what resonates. They're drawn to content that doesn't just look good, but speaks to them on a deeper level, whether it's a beautifully crafted 15-second Reel or a clever meme that makes them laugh out loud.

The creative possibilities are endless now—from cinematic storytelling that rivals Hollywood productions to AI-powered narratives that push the boundaries of imagination. It's an exciting time to be a creator, with tools and techniques that were once reserved for big studios now available to anyone with a smartphone and a story to tell.

This isn't about theory or textbook knowledge—it's about real skills that work in the real world. With three decades of hands-on experience in the industry, the focus here is on what actually moves the needle: building brands, growing audiences, and creating content that doesn't just get seen, but gets remembered and shared.

Learning outcomes

By the end of this intensive day, participants will be able to:

- Craft emotionally resonant hooks for both short- and long-form video.

- Design cinematic, platform-native visual stories.
- Leverage UGC, memes, and behind-the-scenes formats for trust and authenticity.
- Incorporate AI tools to ideate, script, and edit content efficiently.
- Plan transmedia narratives that connect across platforms.
- Measure and optimize storytelling performance using real-time engagement analytics.

Prerequisites

- Basic familiarity with major social media platforms (TikTok, Instagram, YouTube, Threads/X).
- Access to smartphone or basic video recording tools.
- A brand, service, product, or personal identity you want to promote.
- Desire to experiment and iterate quickly on content ideas.

Training outline

1. 1. Foundations of Modern Social Storytelling

- **The Attention Economy & Storytelling**: Why 15–30 second hooks succeed (57% want problem-solving; 56% educational; 54% entertaining)
- **Emotional vs. Informational Messaging**: Narrative sticks; data fades

2. 2. Short-Form & Long-Form Video Strategies

- **Short-Form Magic**: Platform-specific guidelines (TikTok, Reels, Shorts); dynamic editing, subtitles, sound design
- **Value in Long-Form**: Stories, tutorials, founder insights—repurposed across platforms

3. 3. Cinematic Storytelling on a Budget

- **Visual Aesthetics**: Use of lighting, framing, color, editing transitions for mini-movie impact
- **Narrative Arcs**: Setting, conflict, resolution; emotion-driven plots over product pitches.

4. 4. User-Generated Content & Meme Marketing

- **UGC Power**: Authentic voices, peer recommendations build trust
- **Meme Intelligence**: How to tap into cultural moments and meme formats without losing authenticity

5. 5. Behind-the-Scenes & “GRWM” Formats

- **GRWM Evolution**: Humanizing glimpses plus storytelling makes for connective content
- **BTS Engagement**: Process videos, transformation journeys—‘show, don’t tell’

6. 6. AI-Infused Content Creation

- **Generative AI Tools**: Captioning, idea generation, editing (e.g. Jasper, Descript)
- **Ethical Balance**: Preserve your brand’s voice amid automation—human-in-the-loop approach

7. 7. Transmedia & Multi-Channel Storytelling

- **Transmedia Fundamentals**: Adapt stories for each channel while maintaining coherence
- **Design Principles**: Narrative touchpoints—main story on one platform, expansion on another.

8. 8. Engagement Loop & Analytics

- **Real-Time Feedback**: Using comments, shares, DMs, Close Friends exclusives to create community
- **Measure What Matters**: CTRs on Reels, conversion, follower growth—benchmark with narrative performance.

9. 9. Hands-On Workshop

- **Content Audit**: Analyze 3 existing posts with group feedback.
- **Story Plan Blueprint**: Draft your 3-post narrative arc, platform by platform, including UGC and CTA.
- **Mock Execution**: Outline, storyboard, and script one storyboarded piece (short, BTS, or GRWM format).

10. 10. Wrap-Up & Implementation Roadmap

- **Trend Tracker**: Where to spot emerging memes, platforms, formats next.
- **Strategic Roadmap**: 30-, 60-, 90-day storytelling plan across video, transmedia, and AI-assisted workflows.
- **Q\&A Session**: Troubleshooting and expert guidance.

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