Effective and Inclusive Communication via Storytelling

- Genna Freed
- Communications Officer
Our Communications Plan

Key Messages

Print

In-Person

Social

Digital
Choosing a Network

Twitter Falls Behind the Competition
Increase of Monthly Active Users Over the Past Two Years

527M
Facebook

400M
WhatsApp

400M
Instagram

330M
WeChat

84M*
Snapchat

23M
Twitter

Date Range: Q3 2015 - Q3 2017
Source: Company reports via Statista (*Snapchat’s growth refers to daily active users)
Choosing a Network

Average Monthly Time Users Spend on Social
Minutes Users Spend In-App on Average per Month in the U.S.

- Facebook: 899 minutes
- Reddit: 305 minutes
- Snapchat: 242 minutes
- Twitter: 233 minutes
- Instagram: 206 minutes
- Twitter: 176 minutes

Source: Analysis by Verto Analytics (Q3 2017) via Statista
Strategy

- Set goals
- Establish a team
- Identify story types
- Listen
Goals

• Build trust
• Cultivate the next generation of donors
• Engage followers
Golden Rule(s)

• Short and sweet
• Spell check
• Vary post types
• Encourage conversation
Where do we start?
Five Steps

1. Identify
2. Collect
3. Develop
4. Organize
5. Share
Step 1: Identify
"It is my hope that this will become and remain a blessing and a benediction for the future. May it be judged with charity."

This was the hope of Community Foundation founding father Dale Dorney, who would have been 130 today. His hope lives on today as the Foundation grants more than $1 million a year to local nonprofit organizations. Thank you, Mr. Dorney, for seeing this community’s needs before we did!
In 2015 we announced the In2Cult Region would be our first Heart & Soul community. Up to $450,000 (and counting) has been committed to the project by TCF, Ottoson Family Foundation and Findlay Hancock County Chamber of Commerce since then. Keep up the great work,”seconds laughter” Heart & Soul.
Many of my students entered Pre-K this year unable to identify their written names, having never held scissors and having limited ability to sit for more than a few minutes at a time. I am proud to see how far they have grown and feel confident sending them to kindergarten.

The Foundation is once again partnering with United Way of Hancock County to provide students for kindergartens by making preschool affordable for local families in need. Good luck to this year’s students and their teachers!
People

The Findlay-Hancock County Community Foundation
Published by Gena Reed
Page Viewed: February 29, 2016

Allow us to brag for a moment: Our newest board member Paul Bilodeau was selected to be University of Findlay’s 2016 Dana Chair this semester. Congratulations, Paul! We know the students you’ll be working with will gain so much from your mentorship.

Like · Comment · Share

4 Shares

Charlene Shawne Williams: Very, very nice man! A true blessing to know him.
Like · Reply · Message · 2y

Stuart R. Findlay: Outstanding person serving our community.
Like · Reply · Message · 2y

Jami Everett: Congratulations Paul! They are truly blessed!
Like · Message · 2y

Aaron Cupp: Congratulations Paul! Your service to community is truly appreciated.
Like · Message · 2y

When Lisa, Lucy and Susan came to our office, they were in search of a constructive way to grieve their ailing mother. They wanted to celebrate her life and honor her struggles with mental illness. This resulted in the establishment of the Esther Buckingham Fund for Mental Health Care at Century Health. It was a privilege for us at TCF to be a part of these intimate moments with the three sisters. Their love for their mother is now a permanent part of the community she spent her life in: https://communityfoundation.com/give/product/buckingham
Last year the City Mission of Findlay served 15,231 meals. Believe it or not, 2016 may be even better! In September, the Community Foundation gave City Mission a grant for $105,000 to double the size of the kitchen. Our new appliances and most importantly expand the potential of their serving capacity. Food Service Director Amy is all smiles in the new space!
This is Laurie McGregor Connor. She is a graduate of Findlay High School and Connell Junior High. The picture she's holding is her best friend from school, Kathy Carly. Kathy unfortunately passed away during their sophomore year of high school and a scholarship was established in her memory. Laurie said, "I am so happy that the memory of my best friend lives on through her scholarship." Kathy's family and friends established the Kathy Carly Writing Scholarship for a graduate of FHHS pursuing English, writing, or literature.
Using Our Story Types

- Ensure we share about everyone
- Cover all the programming bases
- Share photos
Step 2+3: Collect and Develop
# Story Gathering

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What were they looking for when they came here?</td>
<td></td>
</tr>
<tr>
<td>What was the outcome?</td>
<td></td>
</tr>
<tr>
<td>Because of us, they are now _____. (Exact results AND transformation, how are they different?)</td>
<td></td>
</tr>
<tr>
<td>What is your favorite thing about this person?</td>
<td></td>
</tr>
<tr>
<td>Something that was said that stuck with me:</td>
<td></td>
</tr>
<tr>
<td>This made me think/feel/question: (Challenge you? New insight? What emotion did you feel?)</td>
<td></td>
</tr>
</tbody>
</table>
Step 4: Organize
## Story Organization

<table>
<thead>
<tr>
<th>Date</th>
<th>Program</th>
<th>Theme/Storyline</th>
<th>Characters</th>
<th>Source</th>
<th>Permission</th>
<th>Format</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2016</td>
<td>Dental Center</td>
<td>Impact: Meeting Paige, new Community Health Worker and DCNWO</td>
<td>Paige Behrman</td>
<td>Genna</td>
<td>Y</td>
<td>FB</td>
<td><a href="https://www.facebook.com/CommunityFoundatio">https://www.facebook.com/CommunityFoundatio</a></td>
</tr>
<tr>
<td>8/2/2016</td>
<td>Dementia Friendly Community</td>
<td>Impact: Hancock County named Ohio’s first DFC</td>
<td>Brian</td>
<td>Y</td>
<td>FB (x)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/4/2016</td>
<td>Presentation</td>
<td>Focus: Staff come to your org for presentations</td>
<td>Tracy</td>
<td>Y</td>
<td>FB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/5/2016</td>
<td>Hancock Leadership</td>
<td>Strength: Genna starting Hancock Leadership</td>
<td>Genna</td>
<td>Lisa</td>
<td>Y</td>
<td>FB</td>
<td><a href="https://www.facebook.com/CommunityFoundatio">https://www.facebook.com/CommunityFoundatio</a></td>
</tr>
<tr>
<td>8/8/2016</td>
<td>Farm Tour 2016</td>
<td>Focus: Staff takes a farm tour</td>
<td>Staff</td>
<td>Genna</td>
<td>Y</td>
<td>FB</td>
<td><a href="https://www.facebook.com/CommunityFoundatio">https://www.facebook.com/CommunityFoundatio</a></td>
</tr>
<tr>
<td>8/10/2016</td>
<td>Celebration</td>
<td>People: Kimberly’s birthday</td>
<td>Kimberly</td>
<td>Genna</td>
<td>Y</td>
<td>FB</td>
<td><a href="https://www.facebook.com/CommunityFoundatio">https://www.facebook.com/CommunityFoundatio</a></td>
</tr>
<tr>
<td>8/11/2016</td>
<td>TCF App</td>
<td>Future: TCF launches app for publications</td>
<td>Genna</td>
<td>Y</td>
<td>FB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Step 5: Share
Answers Before Questions

• Does TCF get the job done?
  • Impact
• Are there other donors like me?
  • People
• What do people think of TCF?
  • Strength
• Where will my dollars go?
  • Focus
• What is TCF doing to address community needs?
  • Future
• What makes TCF special/different?
  • Founding
How Do We Build Capacity?

• Share
• Celebrate
• Invite
• Feature
How Do We Strengthen Rural Communities?

- Share
- Celebrate
- Tell stories
- Relate back
- Feature
- Connections
How Do We Add Value to Our Mission?

• Collaborative leadership
• Responsible grantmaking
• Development of philanthropic giving
Recipe for Success

- Conversational
- Celebratory
- No data
- Visual
Limiting Data

• Data doesn’t matter
• Humans understand the world through story
• Facts can support a compelling story
Not-So-Secret Sauce

• Video
• Real-Time Posts
• Series
Secret Sauce: The Proof

The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
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</thead>
<tbody>
<tr>
<td>Video</td>
<td>6,155</td>
<td>389 192</td>
</tr>
<tr>
<td>Photo</td>
<td>1,915</td>
<td>123 105</td>
</tr>
<tr>
<td>Link</td>
<td>1,114</td>
<td>41 26</td>
</tr>
<tr>
<td>Status</td>
<td>80</td>
<td>0 1</td>
</tr>
</tbody>
</table>
Secret Sauce: The Proof

Video Is Facebook’s #1 Format
Top 100 Facebook Posts by Format, Q3 2017

- Video: 60.0%
- Photo: 39.0%
- Link: 1.0%

Date Range: Q3 2017
Source: Socialbakers Data
This is Home
Real Time Posts
The Findlay-Hancock County Community Foundation

Published by Genna Freed 11 - November 1, 2016

“Being on the Community Foundation Board has given me a greater appreciation of the forward-thinking individuals who now live or have lived in the past inhabited Hancock County. Their generosity has helped so many lives and organizations and will continue to enrich our community for generations to come.” Board Chair Gwen Kuehn, #CFWeek 2016

The Findlay-Hancock County Community Foundation

Published by Genna Freed 11 - November 14, 2016

“I have been so fortunate to join the team at The Findlay-Hancock County Community Foundation. Having the opportunity to work with so many who are focused on doing what they can to help make the community better for everyone who lives, works, and plays here, has been incredibly rewarding.” Program Director Brian Trecie. #CFWeek 2016 continues.

The Findlay-Hancock County Community Foundation

Published by Genna Freed 11 - November 18, 2016

“TCF makes Findlay/Hancock County a better place to live, work and raise a family. It is my hope that one day we can lift every individual or family in our community so they don’t have to worry about their next meal, health care or keeping a roof over their head. I hope, in some small way, my service on the board accomplishes these things.” Board Member Sherrin Gomer Brumbaugh. #CFWeek 2016

CFUnited
All-In The AdNet, CommA and ProNet Conference
Engagement

- Likes
- Comments
- Shares

"This is a great way for us to share our son’s memorial scholarship with friends and family. It is our pleasure to see his legacy live on for so many students!"

The Lunn Family established the Benjamin R. L. Lunn Merit Scholarship in memory of their son, which is featured in this year’s Spirit of Giving catalog. Pick up a copy today or find it online here: http://www.community-foundation.com/impact/what-we-do/spirit-of-giving-2016/#12DaysOfCommunityGiving
To Do and Not To Do

• Don’t connect networks
• Seek approval before sharing/tagging
• Be cautious of scheduling
• Don’t share content without credit
What’s the Difference?

In three years:
• Increased following on Facebook 800%
• Average engagement level of 30%
• 13,000+ YouTube views
• Gold Social Media award by Fundraising Success magazine
## Learn More

<table>
<thead>
<tr>
<th>Nancy Schwartz</th>
<th>Sally Hogshead: The Science of Fascination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gettingattention.org</td>
<td>Sallyhoghead.com</td>
</tr>
<tr>
<td>Timber &amp; Frame</td>
<td>Heifer International</td>
</tr>
<tr>
<td>Timberandframe.com</td>
<td>Facebook.com/heiferinternational</td>
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<td>Annette Simmons:</td>
<td>The Community Foundation</td>
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<td>Annettesimmons.com</td>
<td>facebook.com/CommunityFoundation</td>
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Stay in Touch!

Genna Freed
@gennafreed
gfreed@community.foundation.com
(419) 425-1100
Questions?