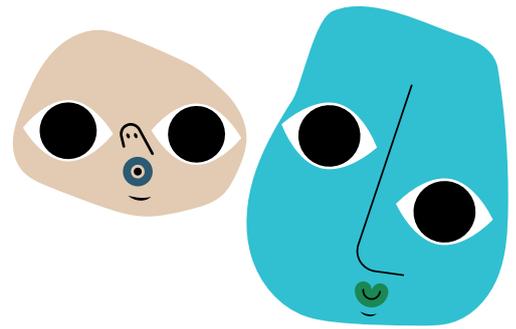


Principles of good online storytelling

with Kelly from GenWest



Telling your story:

- **The first rule of storytelling is to know your audience!** Who follows you? Who do you want to have follow you? Keep them in mind when putting your posts together.
- **Where are your followers likely to be? Go there!** This can help you to decide which social media platform to focus on, if you only have the time and energy for one or two. It can be best to focus on one or two rather than spreading yourself across multiple channels. You can focus on one platform – ie TikTok, and share the same content to Insta.
- **What are your content pillars?** Content pillars can be helpful for providing inspiration and ideas for posts on days when you're feeling blank. They could be 'Tell my story and unapologetically take up space', 'LGBTIQA+ inclusion', 'Highlighting the difficulties faced by new migrants to Australia', 'sharing cute cat content' – anything you care about and want to focus on.
- **Think about the kind of people you admire who you want to follow you – follow them and give them a love react!** Pop a supportive comment on their posts every now and then if you are feeling bold.
- **Use a mixture of different methods to share content** – if on insta for example, explore reels, stories and posts. Try out different things that work for you.
- **Consider frequency:** it's less effective to post multiple times in a day. If you want to tell your story across multiple posts, space them out and post once a day or add them as stories. If you post too often to your timeline, algorithms can start to hide your content from your followers. Your followers might also get sick of your content repeatedly showing up! Pace yourself and make the most of stories and collections for multiple posts
- **One method is to share content that is about yourself to your grid and if you're sharing other people's content, consider sharing it to your stories instead.** Content about you is always most engaging for your followers.
- **Set boundaries and stick to them:** Include personal content if you're comfortable with doing so. think about what you're comfortable sharing and stick to that. For example, you

might want to share your story about what it was like moving to Australia from elsewhere, but you don't want to include too much information about your personal relationships or family. Hold yourself to it. It can be tempting to overshare but you can regret that later.

- **Take some time to think through your posts before you add them.** Plan them out a bit, come up with ideas for themes you could highlight, or share how you're learning something new and encourage others to learn with you. Spontaneous content is fun, but try to mix it up with content that you've thought through, too.
- **Use images of yourself boldly but carefully.** Test it out, how do you feel about posting photos of yourself? If you're keen to take up space – go for it!
- **Managing Trolls...** Block people who are being nasty and hide their comments. It's often best to avoid responding to people who are commenting simply to try and make you angry. It can just fire up a pointless argument with someone intent on enraging you. Hide their comment so they think it's still there but no one else can see it. Collect evidence, report to the platform/app and block the person responsible.

If you feel you are being bullied online, have a look at the eSafety Commissioner's eSafety Guide (www.esafety.gov.au/key-issues/esafety-guide). If you have followed those steps and the bullying is continuing, report abuse to the eSafety Commissioner: www.esafety.gov.au/report/how-to-report-serious-online-abuse-illegal-restricted-content

If you experience image-based abuse where someone uses an intimate image of you without your consent, the eSafety Commissioner can help get material removed as quickly as possible. Visit the website (www.esafety.gov.au/key-issues/image-based-abuse) or Google eSafety Commissioner to find out more.

- **Think through what you want your followers to take away.** Do you want them to come on a journey with you as you learn something? Do you want to teach them something, or just share your personal story? You can post a mix of all of that, but it can help to think about what you'd like your followers to do or have after seeing your posts. This applies especially to activism or campaigning for change. It's called a 'call to action' – what can your followers do to help?
- When designing graphics and putting images over text in a way that looks slick, **the free Canva app is helpful.** It's online design software that is user-friendly and intuitive to use.
- **Try a few different approaches. In marketing speak, this is called A/B testing.** Try out method A for a few days, then switch to B and see what you liked better, and what helped get your story across most effectively. For example, focus on posting photos with short captions to your feed as posts for a week, then switch to longer captions, or a different type of image, or posting more to stories.

Be true to yourself when telling your story online. Don't try to be anyone you're not – what you are and what you have to say is interesting and inspiring for others. Take Up Space and put yourself out there!