# Social Media Storytelling — Behind the (Second) Screen

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For years, social media has helped organizations tell their stories in unique ways, connect with their biggest supporters to share a message and create memorable experiences for their fans to share, especially during large events. From graduations to rivalry games, from campus traditions to monthly chats with the president, university life is filled with chances to build relationships with students, alumni, staff and faculty.

These events provide an additional opportunity to build stronger ties between your students, your alumni and your institution. You want to create a unique, digital VIP transmedia experience for your online audience, engaging them in a number of ways through social media. This presentation will look at how participants can create similar transmedia experience for events on their campus.

***Goal:*** *Creating a second screen digital experience for online audiences*

**Storytelling**

* What’s your story?
* How will you tell it?

**Audience engagement**

* Who is your audience?
* What do you want them to do?

**What is the second screen?**

* When you use social and digital media to create a unique, shared online experience.
* Audience isn’t passive. Encourage them to be part of the experience. Merge your content with audience’s desire to learn more. If people are online at events, we should communicate with them.

**Our mobile-centric universe**

*Everything can be done on a smartphone. It’s what’s in your audience’s pocket.*

The information playing field in the future isn’t going to be on a laptop sitting on the couch, or an Xbox or an Apple TV. Your integrated experience will be connected to you 24/7.

**Smartphone usage statistics**

150 = times/day

177 = average minutes/day

1:10 per visit

68% of mobile users check phone in the first 15 minutes of waking up

30% get anxious without their phone on them

This escalates with millennials.

**Creating micro-moments** (about a minute)

* People are looking for real-time entertainment and then information
* 10 fun content / 4 of informative pieces (sneaking in vegetables with parenting) / 1 call to action

**Transmedia story telling**

Instead of creating one piece of content and sharing it across as many social platforms,

try to use the right content for the right platform with the right tool.

**Twitter**

*Minute-to-minute news source, think reporting.*

* Take photos at an event as it’s happening
* Mix in story links on website to enhance engagement
* Don’t just share photos, take quotes from speeches and key people
* Wrap things up with Storify to incorporate postings into a larger story

**Facebook**

*Think of platform as a photo album*

* Put up photos of the event
* Encourage people to come back
* Also a good platform for video and long-form content

**Instagram**

*Get a behind-the-scenes look*

* Ideal for behind-the-scenes video and images
* Show a side that students and people don’t necessarily see

**Snapchat**

*Get creative and have fun*

* Mix and match photos and videos
* Use filters, get creative, play around with content
* Be interactive, do scavenger hunts or have people find you
* Give student workers access to snapchat: they love it and can do it.

**Pre-event planning**

* What is the one theme of the event?
* What are the best platforms to tell your story?
* What platforms are your audiences most active on?
* Be strategic. Don’t try to be everywhere, especially if you don’t have the staff to manage it.
* Why should your audience care? What’s the emotional attachment?
* How do we make it fun? How do we get our audience involved?

**During the event**

* Post quickly and pay attention
* Encourage your audience to take part
* Don’t forget “customer service”

**Post-event follow up**

* Remember to follow up with key influencers
* Your work can be seen after the event ends, don’t forget to check in from time to time
* Is there anything unique that your school does to celebrate events?
* What posts got the most attention?

**View slides at** [**Second Screen Storytelling**](http://www.slideshare.net/bensonhendrix/eduweb-2016-second-screen-storytelling)

**Additional resources at** [**TEDxABQ Social Media Playbook**](https://bensonhendrix.files.wordpress.com/2016/07/tedxabq-social-media-playbook.pdf)**.**