



A Quick-Hit Guide to Social Storytelling

Social Storytelling Defined

We believe that not all social posts need to be short and sweet. Social storytelling means leaning into the color and details that pull people in.

Social storytelling puts the focus on educational, inspiring and entertaining content that stops the scroll—and serves up an effective complement to more promotional pieces.

This isn't just about using social media as a distribution tool. It's a strategy that lets audiences engage and interact with you on platform.

The Value of Social Storytelling

Move Beyond Transactions

Complement all those promotional pushes with engaging stories to stand out from the pack and stop the scroll.

Create Connections

Highlight all the amazing accomplishments of your organization and partners – and make them feel like they're part of a true community.

Show Off Your Smarts

While everyone else is posting memes and quick quips, you can dig deeper and position yourself as a thought leader.

The Result? Increased Awareness and Engagement.

Social Storytelling Checklist

Create Content with Your Own POV

- Immerse yourself in what everyone is doing.
- Steal from the best, but put your own spin on it. Make your customers feel like you're speaking specifically to them.
- Don't cover topics just because everyone else is.

Plan With Purpose

- Don't just do a cut and paste from existing content.
- Treat your social storytelling posts as a core element of your content ecosystem—not an afterthought.
- Start early and collaborate across departments.

Channel Your Inner Journalist

- Dig into the details: who, what, when, where, how.
- Accuracy matters—even on social. Make sure you get your facts straight.
- Track what's going on in your customers' universe—but trendjacking only works if it aligns with your brand message.
- And never ever neglect the power of a killer lede.

Think Visually

- Collaborate with your design and video friends—and start the brainstorm early.
- Play with everything in the toybox: carousels, videos, people photo shoots.
- Rethink how you use stock photos—combine them with a pullquote, stat or headline.

Plug into The Matrix

- Be a social stalker. Follow people, brands and even your competitors.
- Steal with intent.
- Make the most of each platform: Identify channel-specific opportunities and don't be afraid to try new things.

Follow Your Followers—Metaphorically Speaking

- Your community is more than a sales target—so engage them in real conversations.
- Look for patterns in what your followers like and don't like.
- Use your audiences for inspo with questions, polls and comments.
- Tap responses for social-first content—it's a whole virtuous circle.

Buckle Up, Buttercup

- Be prepared to iterate—and do it fast because what kills today might not work tomorrow.
- Sweat the small stuff: Ferret out the best hashtags, namedrop the orgs you mention, figure out the best times to post.
- Document everything. Create a style guide just for social media, add a hashtag library and whatever else is resonating with your community.



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