

Telling Your Charter School Story Matters

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Session Outcomes

1. Understand the value of stories
2. Discover best practices in collection and organization
3. Understand the difference between content types
4. Learn what makes a great story



Hello!



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PART 1

Why storytelling matters

What is a story?

It affirms who we are and who we want to be.

It is what lets us know that we are not alone.

It is a moment that needs to be captured,
a narrative that needs to be witnessed,
a memory that needs to be shared.






Why does it matter?

Storytelling personalizes a school.

- People remember stories about people, not about organizations.
- Helps share your school's brand and identity.
- Emotionally connects with people to drive change.





**Stories drive enrollment
and increase
community support**

PART 2

How do you find stories?

Story Collection

Who is collecting stories?

How are you collecting stories?

When are you collecting stories?

Where are the stories stored?



PART 3

Types of Storytelling

Facebook

- Day-to-day stories
- Contains supportive visual
- Can be video

EXAMPLE



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Instagram

- Strictly visual
- No direct link to click
- Can be a short video (60 seconds)
- Use hashtags to create awareness

[EXAMPLE](#)



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Video

- Presents your values in a sharable way
- Videos on website
- Youtube or Vimeo, etc. OR
- Facebook or Instagram

[EXAMPLE](#)



Media

- Focuses on your brand/niche
- Newsworthy
- Relevant & Timely
- Visual

[EXAMPLE 1](#)

[EXAMPLE 2](#)



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Twitter

- Used to market stories
- Utilize hashtags to create awareness
- Tag influencers to spread story

EXAMPLE



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PART 4

Story prompts



What makes a good story?

- Unique
- Successful
- Visual
- Interesting or important



Question Prompts

1. Do you have anything special taking place in your classroom this week?
1. Do you have any students doing presentations in your classroom this week?
1. Do you have a student who has, or will be, reaching an academic milestone this week?
1. Do you have any students working on team projects this week?
1. Do you have anyone visiting your class this week?



QUESTIONS?

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