

## Telling Your Story Through Social Media:

Social media serves as a great platform to tell your team's stories because it can reach larger audiences quick speeds.

### Starting Out:

- Create accounts on popular social media websites, such as Facebook, Instagram and Twitter.
- Use your project team name. Names are the first source looked at for credibility.
- Try to keep same name across all social media platforms.

### Gaining Followers:

- Get your team members to follow and share the profiles on their own social media. Their followers will be more easily directed to your page as a result.
- Send out a mass email, telling those who are a part of your project or following your project about your new site.
- Engage with users, either those with similar profiles to yours or your followers.
- Include links to social media on every platform/website.

### Postings:

- Be timely with your posts and correlate them to what your team has been recently been up to.
- Think about what your team's project's purpose is. Stories are often told best when each post shares a common theme throughout.
- Use original images. Personalized media is the most engaging for viewers.
- Tell your story through the community's eyes. How is what you're team is doing helping those around them?
- Think of each post as a small puzzle piece to your overall story. Space out each post.
- Keep users engaged by posting often (at minimum, once a week).
- Use hashtags appropriately. [Here is a great article](#) detailing how to use hashtags.

## Telling Your Story Through a Website:

A website serves as a more static form of media where your audience can go for the overview of your team's entire mission. This is a great place for to share the basis of your project, additional resources, contact information and different stories to be featured.

#### Starting Out:

- Choose the domain you want to use to create your website. Wordpress is a great, cost friendly, website that allows you to choose from different themes.
- [Here is a great step-by-step tutorial of how to create a website using Wordpress.](#)
- Be sure to buy your URL domain. 4-Hchangemakers.com looks more professional than 4-Hchangemakers@wordpress.com
- Make your website easy to understand. All of you are experts on your projects, but how much will the common person know?
- The internet is the home to inspiration. Take a look at different websites that contain similar goals to your projects. Decide what you do and do not like, and go from there.
- A website can always be changed. Try something out, and if it does not work, try something else.

#### Pages:

- Address the 5Ws and H throughout your site
  - Who are you?
  - What are you doing this project for?
  - Why is this project important?
  - When will this project be complete or is it ongoing?
  - Where is your team now, and where are you headed?
  - How do you plan to accomplish your goals?
- Create an "About" page to answer common questions, such as:
  - What is your project about?
  - Where did this idea stem from?
  - Why is this project needed in your community?
  - What is the goal?

- What will the hopeful outcome be?
- How does someone get involved? (this could go under a different page (i.e.: how to get involved))