

Building Engagement Through Powerful Storytelling

Engaging stories build connections with your **audience**. Once your audience is engaged they are more likely to become **involved**.

What makes an **engaging story**?

- **People** – Who are you telling a story about?
- **Problems** – What makes this person unique?
- **Solutions** – How did they overcome the problem?
- **Newsworthy events** – How does the event stand out?
- **Visuals** – What image best illustrates your story?



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Here are a few ways to **share a story**:

- **Photos** – Select images that make your story come to life
- **Newsletter articles** – Use individual stories to highlight critical issues
- **Social media posts** – Repurpose your stories and images to share on the social web
- **Infographics** – Use data and graphics to make information more visual
- **Videos** – Combine the elements of storytelling to create a moving visual piece
- **Press releases** – Connect to the press and your audience with a well constructed news release

Frame your story by outlining shared **values**, the **problem**, the **solution** and of course, the **action**!



For more info visit: www.afge.org/commstraining

Email: commstraining@afge.org | 202.639.6419

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