



How to Tell Your Story Online So People Will Care

In the world of marketing, storytelling has become a big deal.

Why?

Because stories evoke emotion and connect us to the storyteller. In fact, we're more likely to remember a story because of how it made us feel.

Sharing your story can help attract people to you, and even connect with you. And at the end of the day, everything is based on relationships- from hiring a new employee to deciding which product to purchase.

Believe it or not, not all stories need to be work related. In fact, the more personal stories often help people understand you better. They make you more human and relatable.

There are many formats you can use to tell your story. You could use a video of you talking, you could use a PowerPoint presentation, you could create a meme, or you could tell your story in writing.

What's important is that you have your story nailed down. What do you want the listener/reader to know? How do you want them to feel?

Here are tips to help you tell your best career stories using social media.

Personal Moments Help Tell Your Story

Your personal brand is personal. Don't be afraid to tell stories that show your personal and professional growth. They make you seem more human. No one is perfect and it is sometimes seeing small flaws that help people know you better.

It may sound risky to put personal information out there, but take a chance. If you watch and learn from other leaders, you will see that those that carefully show their human-ness are often more well-liked because they are relatable.

Here are some ideas of stories you may want to consider telling.

- Tell a story that would inspire others. It should help others feel an 'I can do that too' mentality
- What were you doing before you attended school to get your MBA?
- Tell a funny story of a mistake you made and what you learned from it
- What are you passionate about? (What are your interests outside of work? Travel, sports, hobbies?)
- Talk about a client you helped or a customer you saved. Talk about why you like doing the work you do.
- Tell a story about a lesson you learned in life



- Share a deep moment that defined you
- Describe your favorite mentor

General Storytelling Guidelines

Now that you've found a story to tell, keep these general guidelines in mind.

One Main Message

Focus your story so it has one main message or feeling that you want to impart on your audience.

Value Based

Your story should align with your values. You may not even need to state your values. They will come out in your story through the words you choose, and the things you pay attention to. Your audience will pick up on them as they listen to your story.

Concise

The best stories are short and to the point. Avoid adding unnecessary details that can sidetrack the audience. You know your story better than anyone, just make sure it stays on point.

Evoke a Reaction

Will your story evoke a reaction? That's the sign of a great story. Was your story supposed to inspire someone? Did you convince someone to believe in themselves? Did you help someone understand your motivation?



The reaction may be a comment or a simple “like” of your post. Pay attention to who interacts with your personal stories. The responses you get to your stories will help you understand why they reacted to the story.