

# Storytelling in the Media:

*Understanding what makes a  
good story*

***Special Olympics***



# Objectives of Webinar



**We are here today to:**

- **Discuss what makes a good story**
- **How to tell or capture a good story**
- **Tools to tell and share your story**

GLOBAL STRATEGIC PLAN  
2016 - 2020

**Special  
Olympics**



**GOAL  
IMPROVE  
ATHLETE  
PERFORMANCE**



Improve  
**SPORTS QUALITY**



Expand  
**UNIFIED SPORTS and  
YOUNG ATHLETES**



Improve  
**ATHLETE HEALTH**

**GLOBAL VISION**



SPORT WILL OPEN HEARTS AND MINDS  
TOWARDS PEOPLE WITH  
INTELLECTUAL DISABILITIES AND  
CREATE INCLUSIVE COMMUNITIES  
ALL OVER THE WORLD

**GOAL  
BUILD  
POSITIVE  
ATTITUDES**



Raise  
**AWARENESS**



Connect the  
**MOVEMENT**



Increase  
external **IMPACT of  
SPORTS EVENTS**

**SUPPORT GOAL** Build capacity by **GENERATING MORE RESOURCES** and **STRENGTHENING LEADERSHIP**



We need to **raise awareness** of  
Special Olympics.

So we need to approach our  
stories as marketing tools.



Our most important audience is people who are not already part of Special Olympics.



Our stories must be told. They help change perceptions and attitudes about the abilities of people with intellectual disabilities.



Make sure the stories  
about your Program  
**make people care**  
about what you're  
doing.



Think before writing or  
sharing:

*Who cares about this?*

*Why should they care?*

*How do I make more  
people care about this?*



# This is Special Olympics Talk



Young Athletes

MATP

Unified Sports

Healthy Communities

Program

Eunice Kennedy Shriver

Healthy Athletes

Special Smiles

Global Messenger

Healthy Hearing

# What Makes a Good Story?



## The 4 C's –

character, conflict,  
connection, cutting  
edge.

## Quotes

Photos/video to  
accompany



# Making Your Story Even Better



- Keep it Simple
- Show, Don't Tell
- Make it Relatable to Special Olympics
- Contrasting Emotion
- Include Data
- Include an Ask



Use words and phrases that your audience will understand. Explain things in a way that makes their meaning clear.



If you're going to write a story, take the time to make it understandable, interesting, and relevant.

# Is Your Favorite Story About...



- A highly successful campaign?
- A key partnership agreement?
- A big donation?

**OR**

- The change Special Olympics caused in one person?
- One volunteer's impact on an athlete's health?
- One partner's enthusiasm for Special Olympics?
- One family's gratitude to Special Olympics?



Our stories bring our  
movement to life.

But they must be  
relevant and timely.

# What Stories to Look for?



- Impact of Healthy Communities
- Follow-up care
- Innovative practices
- Partnership successes
- Athlete leadership
- Sponsorship highlights
- Community change







# Story writing Tools



# Story Writing Checklists

## Things to Do

- ☐ Be **timely**
- ☐ Start with a **Person or Problem**
- ☐ Be **immediately** interesting outside of Special Olympics
- ☐ Be **easily understandable** outside of Special Olympics
- ☐ Use **simple language**
- ☐ Show **community value** of Special Olympics
- ☐ **Use data** if available, to help validate your story

## Things to Avoid

- ☐ Posting stories months after an **event**
- ☐ Talking about when and where **first**
- ☐ Being interesting only to a **small group**
- ☐ Using specialized words, names and phrases **without defining them**
- ☐ **Discussing internal aspect** of Special Olympics
- ☐ **Not showing value** to the community at large

# The Importance of Data



"After analyzing all your data, I think we can safely say that none of it is useful."

# Data: What is it good for?



## Identifying gaps in data and programming

- 34% of adults with ID in the US are employed

## Identifying impact

- 30% of Participants with elevated blood pressure who completed SO Fitness programming meaningfully improved their blood pressure

## Identifying opportunities for influence

- In one study, 56% of medical deans in the United States reported that graduates were “not competent” to treat people with ID

# Fitness



1,452 (63% of all participants) with elevated blood pressure at baseline

10 times more likely to report improved health

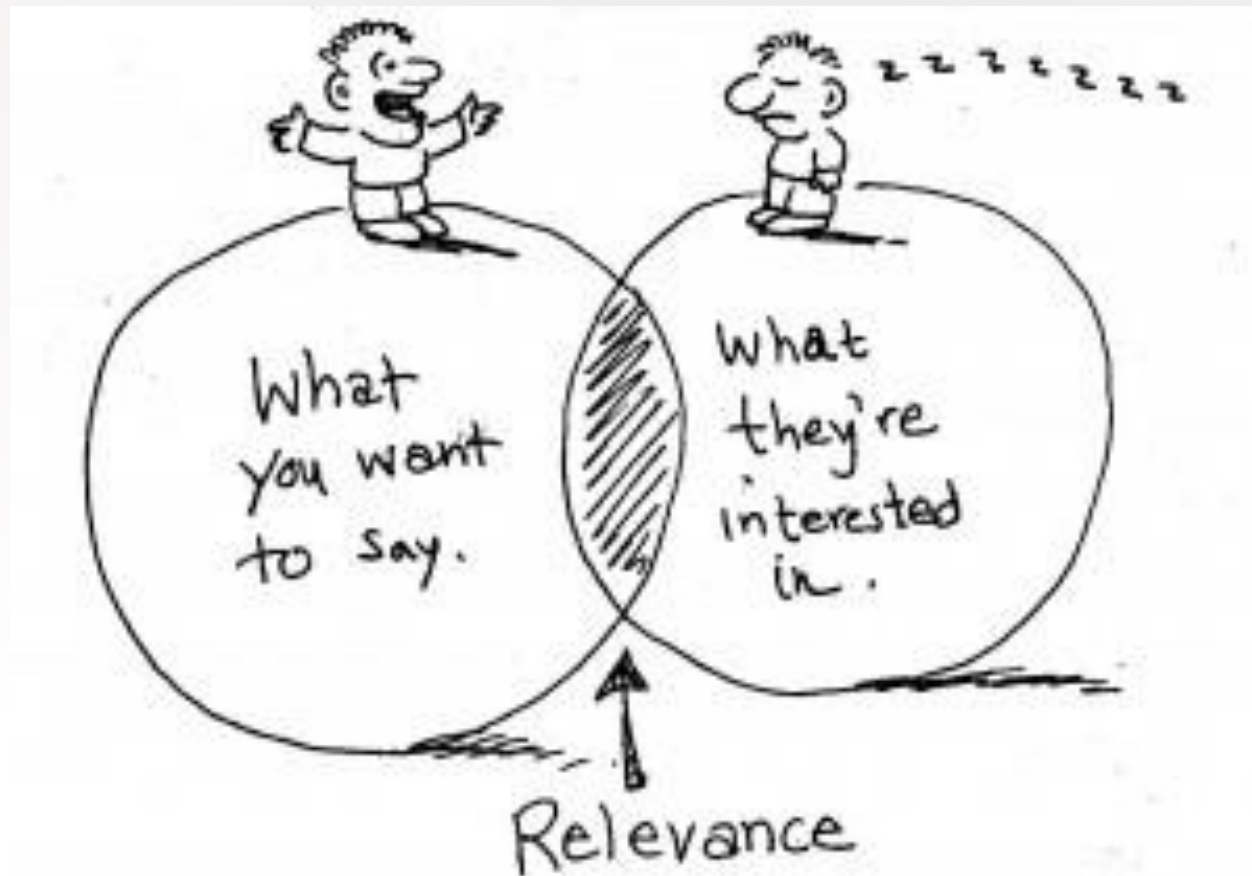
7,000 more steps per week

1.2 times more likely to set improvement goal

437 (30%) made improvements in blood pressure, including 169 (12%) who improved to normal blood pressure readings



# The Golden Rule



# Message House



- Despite severe need and higher health risks, people with ID are often unable to access basic health care and are among the most vulnerable populations in any country.
- Health unlocks opportunities. If you are healthy, you can go to school, hold a job, and fully participate in society.
- Our goal is to improve access to quality health for 11 million people with ID.



# Media Tips and Story Angles

- Remember your audience, are you looking to share a story for broadcast, for print, for social media?
- If you are struggling for a story idea, we have created some upcoming media angles
- Stories could be tied to moments in time (i.e. Father's Day) or more evergreen (trends in health promotion, etc.)
- Check out current tips on how to promote health stories here:

<https://www.specialolympics.org/about/health-media/june-2019>



Question:



Why Do  
We Need  
Photos?



Photographs should  
show the impact of  
Special Olympics

# A good Special Olympics photo...



- Shows a clear reason for having been taken.
- Shows people interested in what they are doing.
- Shows a bit about Special Olympics.
- Shows Special Olympics at its best.

A good Special Olympics photo...



**Has a FANTASTIC  
photo caption!!!**

Question:



Why are we still  
short of good  
photos?

# Common Problems



- Lack of branding
- Lack of understanding of what the photo is
- Too focused on individual faces
- Photo timing is poor

# A good Special Olympics photo...



- Includes our brand, if relevant
- Has a clear point
- Is close enough to feel immediate
- Shows people doing things
- Shows an aspect of Special Olympics
- Shows Special Olympics at its best



What is this picture about? Where is your eye drawn?





Having a camera is  
more important than  
having a great camera



# Avoid posed group shots.



Posed Group





Unposed group



Remember context.  
Our health work  
needs to be  
understood.



Get pictures of  
people connecting  
with each other.









While you are looking at  
the fireworks, what's  
happening behind you?







# How to Find Photos



Visit: <https://specialolympics.photoshelter.com/index>



**Special Olympics**

GALLERIES LIGHTBOXES SEARCH CONTACT HELP SPECIALOLYMPICS.ORG

HI, CHRISTY LOGOUT



# Using a Powerful Voice to Tell Your Story



- You have someone who is skilled in telling our powerful health message
- Someone who has an authentic story
- Someone who is inspiring
- **Our global health messengers!**

# Using Your Health Messengers



- Use Health Messengers and Athletes Leaders when:
  - Talking to the media
  - Meeting with partners
  - Presenting about your health work
- **Make sure you:**
  - Prepare with the athlete
  - Provide talking points
  - Give the athlete the “Call to Action”





# Sharing your Story

# Sharing Your Story on Social Media



- You have identified a story
- You have used a key message to tell your story
- You have taken a photo
- Now you need to promote that story!!



# Checklist for a Strong Social Media Post



- ✓ **A photo** which can help capture the audience's attention
- ✓ **A caption** which verbalizes the point you are hoping to make
- ✓ Add applicable **hashtags** to contribute to our tracking metrics and be included in larger conversations on the subject
- ✓ **Tag accounts** where applicable to engage with those profiles
  - ▶ Almost every Special Olympics program has profiles on social media, so you can tag them directly or tag @SpecialOlympics. Often times, you may also want to tag partners such as The Golisano Foundation, CDC, or other local health partners, to show them what you are doing thanks to their support

If needed to achieve your goal, a **call to action** can be included

- ▶ Popular calls to action on social media are: Read more, Donate, Volunteer, Watch now.

# #InclusiveHealth



Hashtags (#) are aggregators which are used on social media to group similar posts together

- ▶ Often times, holidays, trends, or events will have their own hashtags so fans can follow along and celebrate from afar. If you are working a specific event or with a partner, you should see if they are using any hashtags so what you are posting can be included in the larger conversations happening online

All social media posts relating to Special Olympics health work should be tagged with **#InclusiveHealth**

- ▶ As an organization, we chose to use #InclusiveHealth as an evergreen term to organize under because #InclusiveHealth is our end goal.
- ▶ Additionally, we track #InclusiveHealth so we can see how many people are seeing our messages and if we are making an impact in the conversation



# Examples



The image shows a poster on the left and a Facebook post on the right. The poster has a white background with a black border. It features the text 'INCLUSIVE' in orange, 'HEALTH' in blue, and 'NOW' in green, all in a bold, sans-serif font. Below this, it says 'HEALTH FOR ALL INCLUDES HEALTHCARE FOR PEOPLE WITH INTELLECTUAL DISABILITIES' and 'Special Olympics Health' with a logo. The Facebook post is from 'Special Olympics' and contains text about World Health Day and a link to 'inclusivehealth.specialolympics.org/'. The link is circled in blue. The post also shows engagement metrics like '32,776 People Reached' and '1,236 Engagements'.



# Examples

**Special Olympics** @SpecialOlympics · May 29

This summer, just as you practice sun safety by wearing sunscreen & drink water to stay hydrated, remember that **#LymeDisease** is preventable. For today's **#WellnessWednesday**, learn from our friends @AvrilLavigne & @AvrilFoundation how you can **#BeTickAware!**

**#InclusiveHealth**



0:24 2,038 views

1 56 160

**Special Olympics** @SpecialOlympics · May 18

For @spl\_info athletes Rincy & Jyothi, @WorldGamesAD was a life changing trip, but not because of what happened on the court -- both girls were fitted with hearing aids!

Their reactions hearing for the 1st time [bit.ly/2VmzFgn](https://bit.ly/2VmzFgn). **#BetterHearingMonth**

**#InclusiveHealth**



10 53

**Special Olympics** @SpecialOlympics

To improve the health of people w/ intellectual disabilities, partnerships are key. @SO\_Africa President Charles Nyambe shows how his region is using health partners to open opportunities in order to impact the health of his athletes [bit.ly/2MImkWq](https://bit.ly/2MImkWq).

**#InclusiveHealth**



4:35 PM · 2 Jun 2019

# Simple Social Media Ideas to Get You Started



Create a post which urges fellow health workers to get involved

- ▶ Ex. Learning how to work with people with intellectual disabilities has enriched my career! Join me & learn how you can volunteer at the next Health Athletes event with @SpecialOlympics: [LINK TO VOLUNTEER PAGE](#).

During the next Special Olympics Health event, try to create 1 post which talks about what the event is, what it hopes to achieve, and what you are doing there.

- ▶ Ex. I'm excited to be at the @SO\_Africa Malaria screening event to help teach athlete leaders how they can help prevent #malaria in their communities! #InclusiveHealth

The next time you are at Healthy Athletes, try to take a photo of at least one discipline and explain why that discipline is important.

- ▶ Ex. Visited FitFeet, a discipline of @SpecialOlympics Healthy Athletes program, which helps make sure people with intellectual disabilities are receiving proper podiatric care. #InclusiveHealth

# Communicating with and about partners



- Partners are a key to the success of our health work
- Communicating with your partners is critical:
  - Share success stories
  - Provide updates
  - Invite partners to events
  - Follow up often
  - Highlight/promote them in your stories/media

# Thank you.

Now you know what makes a great story. Go be the storyteller that you know you can be!

***Special Olympics***

