Storytelling in the Media:
Understanding what makes a good story
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

GOAL
IMPROVE ATHLETE PERFORMANCE

GOAL
BUILD POSITIVE ATTITUDES

GLOBAL VISION

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

SUPPORT GOAL
Build capacity by GENERATING MORE RESOURCES and STRENGTHENING LEADERSHIP

Improve SPORTS QUALITY
Expand UNIFIED SPORTS and YOUNG ATHLETES
Improve ATHLETE HEALTH
Raise AWARENESS
Connect the MOVEMENT
Increase external IMPACT of SPORTS EVENTS
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**

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<thead>
<tr>
<th>Program</th>
<th>Initiative</th>
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<tr>
<td>Young Athletes</td>
<td>MATP</td>
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<td>Unified Sports</td>
<td>Healthy Communities</td>
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<td>Eunice Kennedy Shriver</td>
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<td>Healthy Athletes</td>
<td>Special Smiles</td>
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<td>Global Messenger</td>
<td>Healthy Hearing</td>
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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
1,452 (63% of all participants) with elevated blood pressure at baseline

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

1.2 times more likely to set improvement goal

7,000 more steps per week

10 times more likely to report improved health
The Golden Rule

What you want to say.

What they're interested in.

Relevance
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.
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
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
Examples

Special Olympics - @SpecialOlympics - May 25
This summer, just as you practice sun safely by wearing sunscreen & drink water to stay hydrated, remember that Lyme Disease is preventable. For today's WellnessWednesday, learn from our friends Avril Lavigne & @AvrilFoundation how you can #GetTickAware.

#InclusiveHealth

Special Olympics - @SpecialOlympics - May 18
For @Global SJ__ in athletes Sindy & Yethi, @WorkGamesAD 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/2VmZ5gn. #BetterHearingMonth #InclusiveHealth

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/2MmkWq. #InclusiveHealth
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!