
#theBigIdeaBrainstorm

Make your stories stick.



This is Us.



Paul Tandy, APR
Chief Communications Officer
Parkway Schools



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Yeah,
I just had an idea.

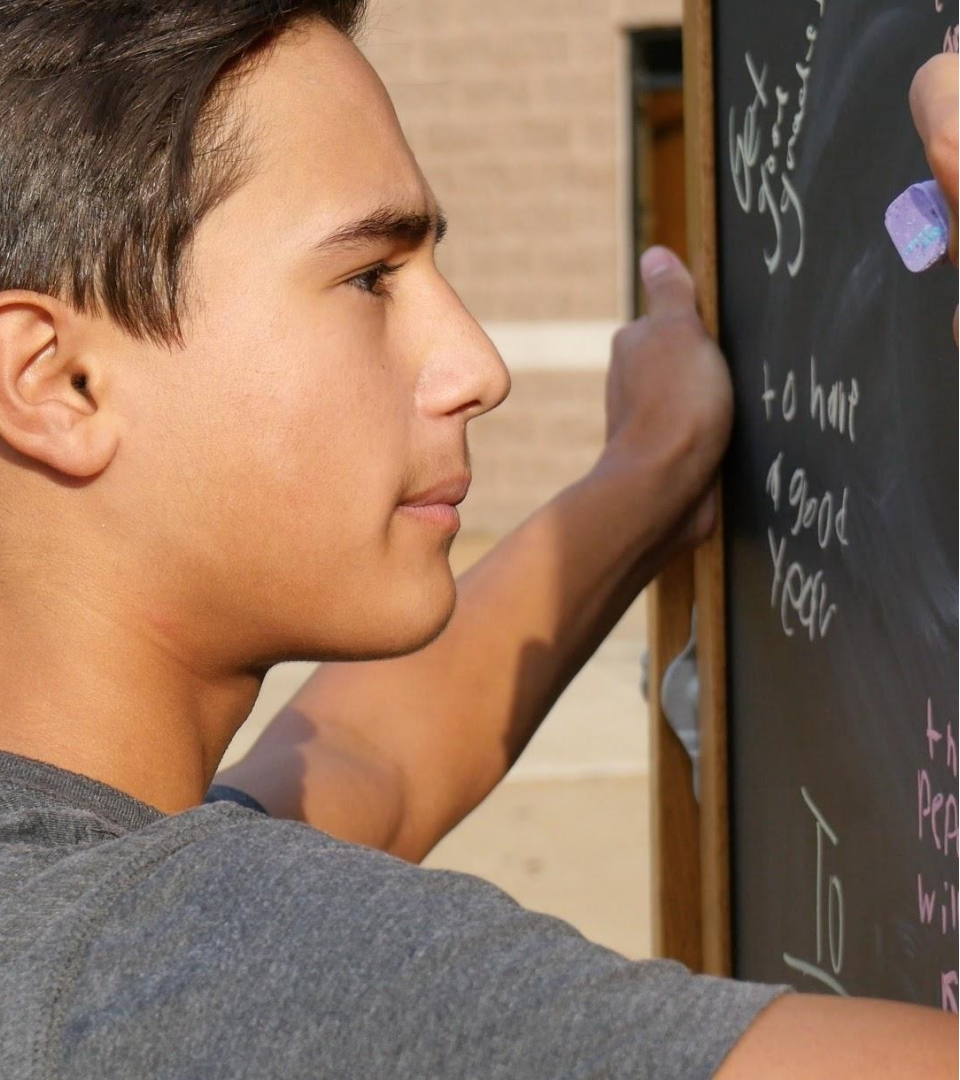


Ideas for today.

Make it stick.
Make it viral.

**Make it
strategic.**


**Make it
creative.**
**Let's
brainstorm.**




**We asked students
one simple question.**

[Then we watched.](#)


Hope goes viral.

 **Parkway School District**
Published by Derek Duncan [?] · August 10, 2016 · 🌐





We asked students one simple question.






What is your hope? #ParkwayCares
03:15

 **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 1,200 people.

8,007,435 people reached [Boost Post](#)







   15K 1K Comments 46K Shares 

 Like  Comment  Share



8,007,435 People Reached

3,144,315 Video Views

263,430 Reactions, Comments & Shares

153,503  Like	12,499 On Post	141,004 On Shares
34,808  Love	2,677 On Post	32,131 On Shares
119  Haha	3 On Post	116 On Shares
830  Wow	129 On Post	701 On Shares
111  Sad	1 On Post	110 On Shares
26  Angry	0 On Post	26 On Shares
26,814 Comments	1,238 On Post	25,576 On Shares
47,651 Shares	46,642 On Post	1,009 On Shares

643,050 Post Clicks

96,329 Clicks to Play 	601 Link Clicks	546,120 Other Clicks 
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NEGATIVE FEEDBACK

2,037 Hide Post	357 Hide All Posts
1 Report as Spam	11 Unlike Page

How it made them feel.

**Powerful.
Beautiful.
Made me cry.**

**The most
inspirational
thing I have
seen in a long
time.**

**Love this idea.
I'm going to do
this at my
school/with
my kids.**

"This district seems wonderful, merely by virtue of the fact of this opening day question" - Joyce Rogers, retired teacher, California

"This shows we made the right choice." - Nathilla, parent

"So proud that our kids go to Parkway. We moved here for the schools and couldn't be happier." - Emily, parent

—

What are the components of a great story?

Why do they stick?



Tweet-along

Use the
hashtags
#theBigIdea
#SuPR17



What makes a great story?

- Interesting or relevant
- Creative
- Emotional or creates suspense
- About life and humanity (it's real)
- Simple...and short
- Shows as opposed to tells
- Points to greater cause or goal



What ads even more value?

- Visual
- Timely
- Local
- Involves a public figure
- Has conflict or controversy
- Sex or violence
- Has a twist or surprise

◆ Dog bites man vs. man bites dog

What are your key messages?

Start with the end in mind.



Tweet-along

Share your key messages.

#theBigIdea

#SuPR17

Developing key messages

Start with mission, vision
and strategic plan

Involve senior leadership

Focus on outcomes for
kids

What's in it for me?

Map your message:

Home base (main msg)

Add 3-5 supporting points
(elevator pitch)

Add proof points to tell
your stories

Home base and elevator
pitch don't change much

But proof points change
all the time

Keep telling new stories to
prove your elevator pitch

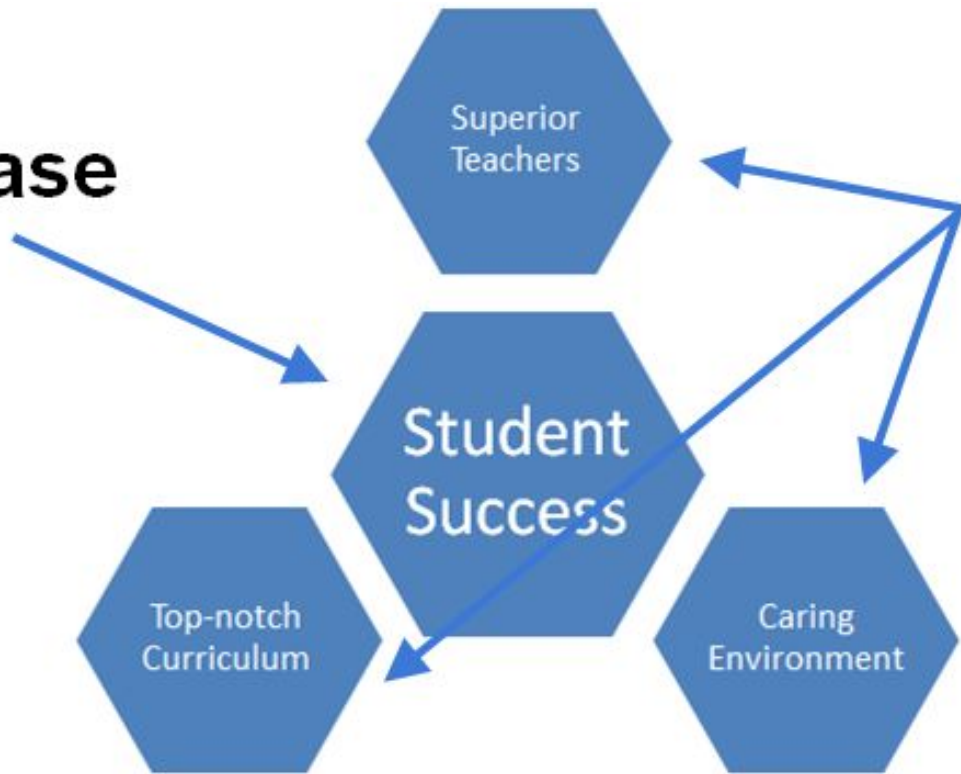
Track progress, set goals

Sample Home Base & Elevator Pitch

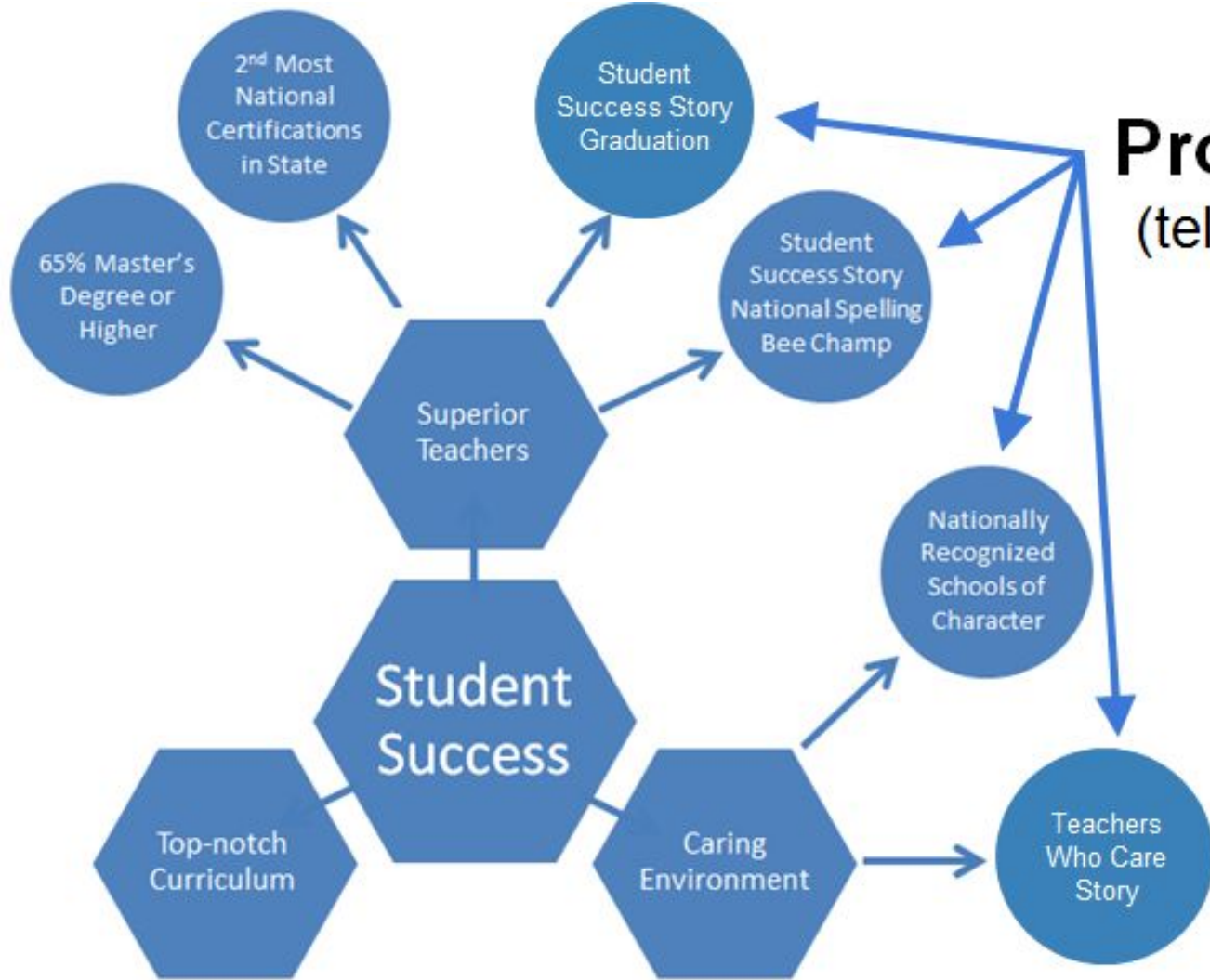
A diagram consisting of a vertical arrow pointing downwards from the word 'Home' in the title to the first line of the elevator pitch. A horizontal line extends from the right side of the title, goes down, and then left, ending in an arrowhead pointing to the right side of the elevator pitch text.

XYZ School District helps all students succeed by providing a great education with superior teachers, an outstanding curriculum and a caring environment.

Home Base



Supporting Points



Proof Points (tell your stories)



Parkway School District

May 16 at 7:08pm · 🌐

His story is different than most graduates. He taught us more than we could have ever imagined. #gradstories #ParkwayProud #stayhumbleandkind



73K Views

🔴 Love

💬 Comment

➦ Share

Confident
Students

Autistic
Student Voted
Top by Peers



Parkway School District

August 10 · 🌐



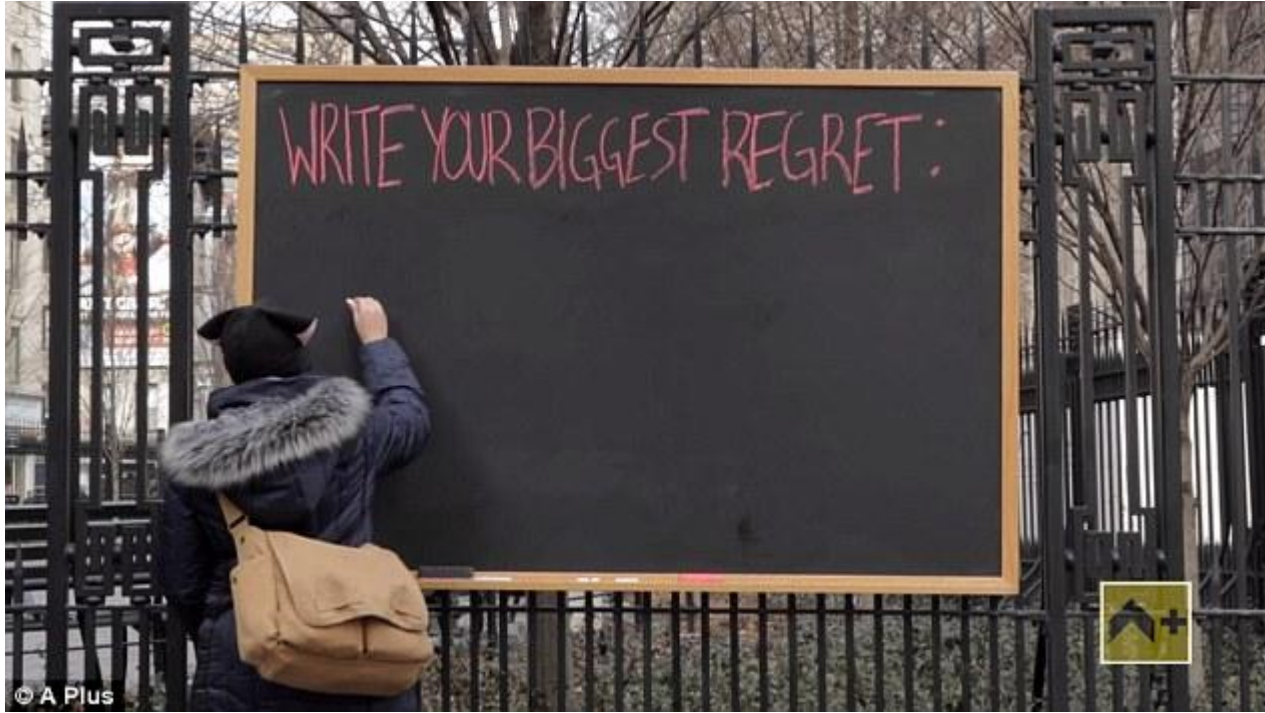
We asked students one simple question.



3.1M Views



Hope inspired by another viral video.





Going Viral

How to tell great stories that will go viral.

→ **Don't plan to go viral.**

Instead, plan to tell a strategic story that makes people feel something.

→ **Share one link.**

When you have a great story to tell, share it in one place. Push everything and everyone to one link.

→ **Watch, listen and share.**

When you see results, comment, like, engage. Continue sharing. Tweet others who may be interested, including media

Set yourself up for success.

**VIDEO CONTENT
ENGAGEMENT IS** nearly
**10 TIMES HIGHER ON
SOCIAL** compared to
photos or text.





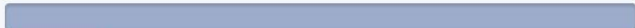













Tweet-along

What content is getting more likes, comments and shares on your social media accounts?

#theBigIdea

#SuPR17

Photo vs. Video (Facebook)

Type	Average Reach	Average Engagement
 Video	61,760 	6,340  1,026 
 Photo	12,344 	864  520 
 Link	7,647 	256  148 
 Status	3,766 	357  80 



Tweet-along

Share your ideas as
we go.

#theBigIdea

#SuPR17

Let's practice.

Meet the most viral content.

What can we learn from these?

A caring mannequin challenge.



Viral video concepts

Let's take it and run.

1. [Carpool karaoke](#)
2. [April the pregnant giraffe](#)
3. [Kids crash dad's BBC interview](#)



Tweet-along

What was your fav viral content of the past year?

#theBigIdea
#SuPR17

A photograph of three young girls in a classroom. The girl in the center is smiling and pointing her right index finger towards the arm of the girl on the left. The girl on the right is looking towards the girl in the center. The background shows colorful flags and a bulletin board.

How can we take these ideas and align with any of these key messages:

Innovate

Inspire

Care

Tweet-along

What is your big idea?

#theBigIdea

#SuPR17



Build a network

Build a network of people who can help you take time to brainstorm great ideas.

- **MOSPRA chapter meetings**
Build time for brainstorming creative storytelling.
- **Ask students, colleagues to brainstorm**
Give them an assignment and watch the ideas flow in.
- **#K12PRchat**
Chat with school PR colleagues when you need help with an idea.

Build a plethora of ideas.





Build a plethora

Having a plethora of ideas at your fingertips makes it easier to tell the stories that align with your strategic plan.

- **The case of Parkway Cares**
We built an employee recognition program that also serves as a bank of story ideas.
- **Ask students again**
- **Train leaders to be great storytellers.**
They tell the stories - you just share.



Go!

Go tell stories that will stick.