

What makes a good story on Social Media?

Group one

- Animals - feel good e.g. conservation ambassador dogs (Pi & Piri)
- Sadness, death, human interest, soapies, 'celebrity' creation
- humour
- Controversial
- Facebook – happy stuff?
- New, unique
- Relate to – interpretative
- Images included – important sites i.e. museum, DOC

Group two

- Humour can
- Very personal
- Need to identify with story
- real content / depth / meaningful
- Hook / picture / people in photos / cute animals
- Quirky / novelty
- meaningful – e.g. daffodil day / poetry day

Group three

- #cantgooglethis – stuff you can't google
- well-curated – like front of newspapers
- People stories
- Specialist content and unique to?
Hook
- Meets comms goals
- Relevance
- Research & reposting
- Spell check – punctuation
- Fun!
- Keep audience in mind
- Consistency with organisation brand and voice
- Internet loves interviews e.g. "People of New York"

Group four

- Relevant to audience
- Human element – personal connection
- Depends on platform
- Appeals to self-interest – gives social credit to sharer/audience
- Dialogue / relationship
- Drama and discovery
- Look good
- Picture / hook
- Call to action / invitation
- Provokes emotional response – humour, anger, sadness vulnerability, warm fuzzies
- Hook @ beginning – story has have an end
- What's the message?
- Clarity and concise
- Good spelling / grammar / tone / consistency / accurate
- Topicality or reason – point to story – outcome