Top Tips for Collecting & Sharing Stories

Creating Your Storytelling Form:

1. **Use a ready-made template**
2. **Customize with your branding**
   - Add a background colour
   - Add an image to the top of your form
3. **Cover the basics**
   - Keep your form short
   - Mark questions as "suitable for story"
   - Ask for a photo
4. **Decide how you want your finished story to look**
   - Decide on photo/text order
   - Set up headers
   - Set character count
   - Preview your story
5. **Test your form**

Getting the Most Stories Possible:

1. **Consider how to best share your form link**
   - Add link to high traffic areas (newsletters, intranet, social media)
   - Email link
2. **Use our sample message to contact people**
   - Be clear on what's in it for them
   - Share how long it will take
3. **Be aware that people need an account to fill out your form**
4. **Remind, remind, remind**

Editing Your Stories:

1. **Keep authenticity, avoid polish**
   - Leave content in its raw form
   - Edit only for errors
2. **Add a title and intro**
   - Have your post stand out
   - Enhance your brand/reputation as company that cares

Sharing Your Stories:

1. **Space out your posts**
   - Increase chance of media promotion
2. **Take advantage of Do Some Good integrations**
   - Local media
   - Social media
   - Widgets
3. **Consider how else to share and to whom**
   - Quarterly/annual reports to senior execs/board
   - Include in newsletters