Social Media Strategies That Work:
Telling YOUR STORY Effectively

Sunday, July 14, 1 PM - 2 PM
ANC 2019 - MUST ATTEND SESSION

Dayle Hayes, MS, RD
School Meals That Rock

Joe Pettit
Charleston County SC

#LongStoryShort
Social Media Strategies That Work:

Telling YOUR STORY Effectively

Dayle Hayes, MS, RD, Schools Meals That Rock
and
Joe Pettit, Charleston County Schools, SC
Telling YOUR STORY Effectively

#LongStoryShort
Dayle Hayes, MS, RD

- Facebook
  School Meals That Rock
  TIPS for School Meals That Rock
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Affiliation/Disclosure

Dayle Hayes, MS, RD

Board Member/Advisory Panel
  – Alliance for Healthier Generation School Health Policy Council

Consultant
  – US Department of Agriculture and Team Nutrition Program
  – Multiple state departments of education and agriculture
  – Highbush Blueberry Council
  – Mushroom Council
  – National Peanut Board
  – Pulses

Speaker’s Bureau
  – National Dairy Council and state/regional dairy councils
Joe Pettit

- 6th year with Charleston County (SC)
- Nutrition Services Supervisor
- Specializes in Training, Leadership Development, and Social Media Marketing
- Passionate about Organic Gardening, Motivational Speaking, and my beautiful family

- Facebook
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@TWITTER #PARTY

@SchoolLunch  #ANC19
@SchoolMealsRock  #LongStoryShort
@CCSDschoolmeals
Why STORYTELLING?

#LongStoryShort
12 Commandments of Storytelling

1. Put a face on it.
2. People love a good backstory.
4. Honor (or invent) a creation myth (how did this start).
5. People want to be galvanized, to participate, to be on a mission.
6. Summon the elders.
7. Say everything out loud.
8. People love something secret, unexpected, below the radar.
9. Engage the senses.
10. He who controls the rhythm, controls.
11. Collaboration is king.
12. Food is the Universal Language.

From the Kitchen Sisters, [www.kitchensisters.org/](http://www.kitchensisters.org/)
Storytelling And Advertising: How To Bring The Two Together

Standing out amongst the crowd has always been the challenge in advertising. With so many other ad messages to compete with, how can a company be sure that its message will resonate with its target market? And even if it does resonate, what will make someone act upon it?

The answer is a compelling story; one that reaches the heart of the consumer and evokes a feeling or a memory. It’s typically through being emotive and memorable that a brand develops staying power (and earns the loyalty that’s so incredibly lucrative).
Everyone wants to hear your story …
Everyone wants to hear your story …
… #LongStoryShort

sweetheart,

I'm Irish. I've no idea how to make a long story short.
… #LongStoryShort

SHORT

IMPACTFUL

GRAPHIC
ANC 2017
#FanBoy

LEARNING FRESH IDEAS AT #ANC17 #BRANDINGROCKS
ANC 2019
#OnStageWithDayle

Social Media Strategies
That Work:
Telling Your Story Effectively

Sunday, July 14
1 p.m. - 2 p.m.
ANC 2019 one-hour education session

LEARNING FRESH IDEAS AT #ANC19 #LONGSTORYSHORT
Start Slow but Start Now.
CEBASTIAN AND AUTISM AWARENESS

MORE THAN A #SCHOOLLUNCH

At Charleston County School District "Students are the Heart of our Work" and as the Nutrition Services team, we take pride in being the highlight of Cebastian's day.

Why?

Because he is the highlight of our day.

#thisisCCSD
Practice, practice, practice.

Take out a piece of paper (or screen).
Grab a pen/pencil/marker (or your fingers).
Write down words on next slide …
… with plenty of space in between.

#LongStoryShort
Know your big picture.

See the story in your every day.

Share the challenges you face.

Connect your dots.

#LongStoryShort
Know your big picture.

- Why do you do what you do
- Mission, vision, values, tagline
- Why do you get up the morning
- Brand identity
- Hashtag

#LongStoryShort
Know your big picture.

STUDENTS ARE THE HEART OF OUR WORK!

Charleston County School District
Strategic Plan
Write down YOUR big picture.

SHARE your big picture.

#LongStoryShort
See the story in your every day.

Lessons from the Lunch Lady
51 mins · 😄

First grader: “Why does today feel like a Monday?”
Me: “Long weekends tend to do that.”
Student: “I don’t like it.”
👍😊 You and 9 others

#LongStoryShort
STORYTELLING
Creates an Emotion
Relatable
Simple and Effective

REPORTING
Fact heavy
Dry
Lacks personal touch
Needed Materials
Be Ready, Be Open, and Be Bold.

#LongStoryShort
Write down a story from YOUR every day.

SHARE your every day story.

#LongStoryShort
Share the challenges you face.

#LongStoryShort
Challenges Make for Great Stories

Turning challenges into opportunities

- **Parent complaints**
  - ✔ Invite customers into our world
  - ✔ Lunch and Learn (kitchen tour, meet our team, etc.)

- **Real Life Struggles and Successes**
  - ✔ Day in the Life
  - ✔ Instant connection

#LongStoryShort
They didn't have that when I was in school. We had one option, kids have it good now.

ELEMENTARY SCHOOL PARENT
Write down a challenge **YOU** face.

SHARE a challenge you face.

#LongStoryShort
Connect YOUR dots.

#LongStoryShort
Connecting the Dots

Simple. Effective. Storytelling

- Social Media Storytelling Basics
- Build on your Brand/Identity
- What is your Story in the Every Day?
- What is your “Day in the Life” like?
- How Can you Invite Customers into your World?
Helping to Connect the Dots

STUDENTS ARE THE HEART OF OUR WORK!
Write down dots YOU want to connect.

SHARE your connected dots.
Share YOUR STORY widely.

#LongStoryShort

TAG and HASHTAG

@SchoolLunch  #SchoolLunch
@ChildNutrition  #InstituteChildNutrition
@SchoolMealsRock  #SchoolMealsThatRock
... #LongStoryShort

SHORT

IMPACTFUL

GRAPHIC
… #LongStoryShort
Joe Pettit

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One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank You!