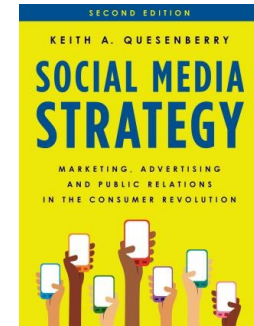


SOCIAL MEDIA STORY TEMPLATE

In advertising brands interrupt stories people want to see with paid promotions. In content marketing & social media marketing the brand must create the content people want to see. Successful social media strategy depends on producing content that grabs people's attention, holds their interest and invites engagement. Research has proven it is story that draws interest, attention and engagement. What makes a good story? Leverage all five acts of storytelling in your social media content by following the story act template below.



STORY ELEMENTS PLOT ⇨ (5 Acts)	ACT 1 INTRODUCTION / EXPOSITION					ACT 2 CONFLICT / RISING ACTION	ACT 3 CLIMAX / TURNING POINT	ACT 4 RESULTS / FALLING ACTION	ACT 5 RESOLVE / RELEASE TENSION
CHARACTERS (POV: BRAND / CONSUMER)									
SETTING (BACKGROUND / CONTEXT)									
CONFLICT (PROBLEM / SOLUTION)									
THEME (MORAL / LESSON)									