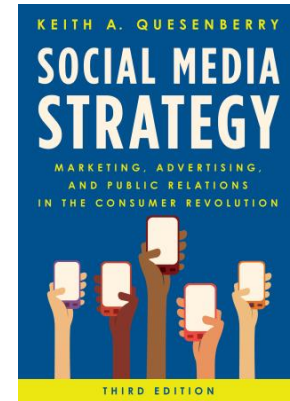


# SOCIAL MEDIA STORY TEMPLATE

In 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. Establishing a bigger brand story gives you a content base. Then each social post or response can be a mini-chapter or character quote, expressing and advancing the overall story. Social content should be thought of as small story arcs that support the overall brand storyline and should be distributed across the entire social media customer cycle delivering the right message and story at the right time. [For more details](#)



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