

# SOCIAL STRATEGY SHOULD TELL A STORY

Have you ever curled up on the couch with a report or binge watched business presentations? Don't be a bore. A social media strategy is a path to success and that should be exciting! [Research](#) proves storytelling engages and motivates. Ensure your strategy tells a compelling story by following the outline below of the parts of a social media plan placed on a dramatic arc. Take your client or boss on a journey of how your plan will help them overcome a problem, take advantage of an opportunity, make their brand the hero against competitors, and help meet real business objectives. [More here](#)

