Communicating Through Storytelling

IT Communications Community Group Virtual Coffee Shop
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https://www.educause.edu/community/it-communications-community-group
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SPECIAL THANK YOU

- Lisa Trubitt - Scribe
- Stephanie Stewart - Promotion
- Carlyn Chatfield - Tech Host
IT Storytelling

Stories as vehicles for the message
How did I become an “expert” on storytelling?

- Before taking this job, I had no IT or IT comm experience.
- My work history includes non-profit work, journalism, and internships in politics and political communication.
- Fun fact: One thing put me ahead of other candidates for my job was that I used my cover letter to show off my storytelling skills.
- I also read as much as I can. News articles, e-newsletters, other IT comms, etc. I also follow writers I admire on Twitter + those who use social media in innovative ways.
IT Storytelling

Why storytelling? Because science says so.

- Creates and maintains social bonds.
- Instills cooperation and community building.
- Help us remember details, make sense of information, and create meaning from the information in a story.
- Stories should have people, a setting, tension or conflict, some kind of narrative, action/active voice, and perhaps a resolution or bit of advice.
- But not all stories have to have all the elements.

SOURCES:
- HTTPS://WWW.THEGUARDIAN.COM/LIFEANDSTYLE/2012/JAN/15/STORY-LINES-FACTS
Ways to use storytelling in IT Communication

- At my institution, we use the article as the base for all other communications because we gather facts + interview relevant people.

- Talk to your faculty! Talk to the IT professionals about why they work in IT. Talk to your student workers and interns.

- Interview tips: Make it a conversation, don’t only ask questions you think are relevant, ask questions about their office décor or how they got into the field, etc. These will make for good details later on.

- Think about the narrative you want to weave in to the main message. If I’m talking about two-factor authentication, I want to emphasize situations where additional security is important.
Examples

- Day in the life of … a security engineer, CIO, call center support specialist
- Faculty profile + research profile + tech tips from an expert
- An IT person did something cool with their hobby/outside work involvement; profile IT person + tech tips
- The number one thing to remember about storytelling is that you must include PEOPLE!
- The number two thing is DETAILS. Details, no matter how small, can make a story more inviting to readers.
Storytelling on Social Media

ITaP @PurdueIT - Oct 17
With a screen smaller than a laptop and weighing in at more than 100 pounds, the IBM Personal System computer was considered revolutionary in 1987. That same year, someone who would go on to revolutionize the field of cybersecurity joined Purdue faculty. #RCISAN #OverthrowData

ITaP @PurdueIT - Oct 17
Spafford reminds us tech companies like Facebook provide a service to you, collect your data, then use it as their own property. Don't like the idea of selling your private information? "Individuals can express their preferences by whom they do business with," Spafford says.

ITaP @PurdueIT - Oct 17
What is privacy? "Privacy is the right to be left alone," Spafford believes there is "no absolute definition" of privacy, but rather, it is "defined by a community at a point in time." That means our society decides what is acceptable to share and what should be kept private, both in the physical and digital realms.

Keep following this story: ow.ly/i5O50wLTxf

1:49 PM - Oct 17, 2019 - Twitter for iPhone
You may be surprised by the number of phishing emails the security teams sees each week.

Send anything phishy to abuse@purdue.edu

Here are the beginning stages of a model I created for a project at the Envision Center all about excavation safety.

Tap through to see my progress on it!
Visual storytelling

Using visuals to communicate

• Make it simple and make it eye-catching.
• Depending on the communication channel, can use one frame or more, but less than five.
THANK YOU

If you have questions or just want to chat, you can email me at gibson33@purdue.edu or follow me on Twitter @kggibs!
STORYTELLING
Strategies to Consider

• New service rollouts
  • Show how it’s being used… and *that* it’s being used!

• Building awareness and buy-in
  • Highlight people using tech in innovative ways
  • Generate engagement around areas that don’t naturally excite

• Mini focus groups
  • Yet another opportunity to talk to people about your services

"My students create a professional portfolio, so I made folders for all of them in UBbox. They really liked it!"
Strategies to Consider

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"We’re being encouraged to do more and more online teaching activities. Although I embrace this trend, I don’t want to lose the connection to my students either."
FACES AND VOICES

Heeba Kariapper

Flexible work

Like most students, Heeba’s schedule varies from semester to semester. She uses the flexibility of technology—particularly eduroam Wi-Fi—to work where it makes sense to work.

Connect to eduroam Wi-Fi on campus

“My place of roosting is now Davis Hall, because there are all these open spaces. I can find some friends on the 3rd floor, where the Computer Science department is. I’ll hang out a little there and then go to the 2nd floor and find a quiet space to plug in and get to work.

“During the day I’m paying attention to email, because that’s the main way professors communicate. Google Calendar (included with UBmail for students) is a godsend! I work really well with color, so my calendar has a lot of separate, color-coded calendars. I really like to see visually what I have to do.”
360° video: a crash course in storytelling!
Motivate with Storytelling

Louise Flinn
NC State University
Louise Flinn
NC State University
Office of Information Technology
Graphic Designer & Trainer
Training

- Take an action
- Change a behavior
Motivation + Ability + Prompt = Behavior Change

BJ Fogg Behavior Model (2009)
3 ways stories motivate
#1. Stories are relevant
Relevancy means:

• Content that is immediately applicable
• Stories that reflect their situations & lives
#2. Stories are relatable
Stories allow the audience to:

• Empathize
• See negative outcomes without assuming risk
• Get excited about positive outcomes
#3. Stories are memorable
A storytelling animal:

- Hardwired to remember stories
- We build them automatically
- Give them high importance (availability heuristic)
4 short examples
#1. Super short stories
Think the worst case scenario is losing access to your email account?
#2. Testimonials
“I loved having eduroam when I was traveling in Europe.

It was cool to be in a museum and automatically connect to safe Wi-Fi.”
#3. Scenarios
Available?

Yes

Okay, good. I’m in a meeting I need a task done for me right away. Is there a Walmart or Store close to you?
YourBoss@ncsu.edu.ru
Here’s what I need for you to do. I need a Google Play gift cards right now. I will reimburse as soon as I’m out of the meeting.

You
Yes
#4. Numbers & Statistics
In 2017, 10 NC State students lost $58,000 in 14 days to phone scams.
Finding Local Stories
Ask!

- Help Desk
- Outreach & training events
- Power users
THANKS FOR JOINING US!

This presentation will be posted on the IT COMMUNICATIONS COMMUNITY GROUP website.