



Social Media Story Sharing Meet Up Agenda

These monthly meetings are designed to uncover some of the great stories your colleagues have, and give them the confidence to share them on social media.

Invite a selection of people from different departments who either work more closely with your customers or have great personalities that you know will be willing to get involved.

Then consider asking the following questions to find emotive stories that are more likely to resonate with your audience:

- What made you go **wow** this month?
- Has anyone made you **feel proud** this month?
- Where have we made the **biggest difference** as an organisation lately?
- From your experience, have you seen any colleagues **change in some way**?
- What experiences with customers **stood out to you** this month?

Once you've identified some nice stories to share, don't forget to remind your colleagues how beneficial their input is to your social media activity and wider business objectives!