

Digital Storytelling Through Blogging & Social Media

by Barb DeLollis



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**“Everyone understands that all of us today
are really media companies and content
publishers.”**

Marriott Executive

What does Digital Storytelling Look Like?

Blog post

A photograph or a photo gallery

A video

Infographics

Animation

Sound

A Tweet

A Pin on Pinterest (if your peeps are there)

A Facebook post

What is the difference between a GOOD story and a GREAT story?

A GREAT story is...

Relevant

Engaging

Packs emotion

Inspires


Informs

Entertains

Is timely

What is a Blog?

blog

/bläg/ 

noun

1. a personal website or web page on which an individual records opinions, links to other sites, etc. on a regular basis.

verb

1. add new material to or regularly update a blog.
"it's about a week since I last blogged"



Word of the year in 2004.

Benefits of blogging...

The average company that blogs generates 55% more website visitors

80% of marketers with a blog could prove ROI in 2013

Companies that blog generate 126% more leads than those that don't

43% have won customers from their blog

82% who blog daily acquire a customer through their efforts

Can lead to mainstream media mentions

Blogging helps your Google Ranking

Who is blogging?

Coca Cola

Disney

Whole Foods

Kimpton

Coca-Cola Journey™

Unbottled our Blog

FRONT PAGE

BRANDS

VIDEOS

FOOD

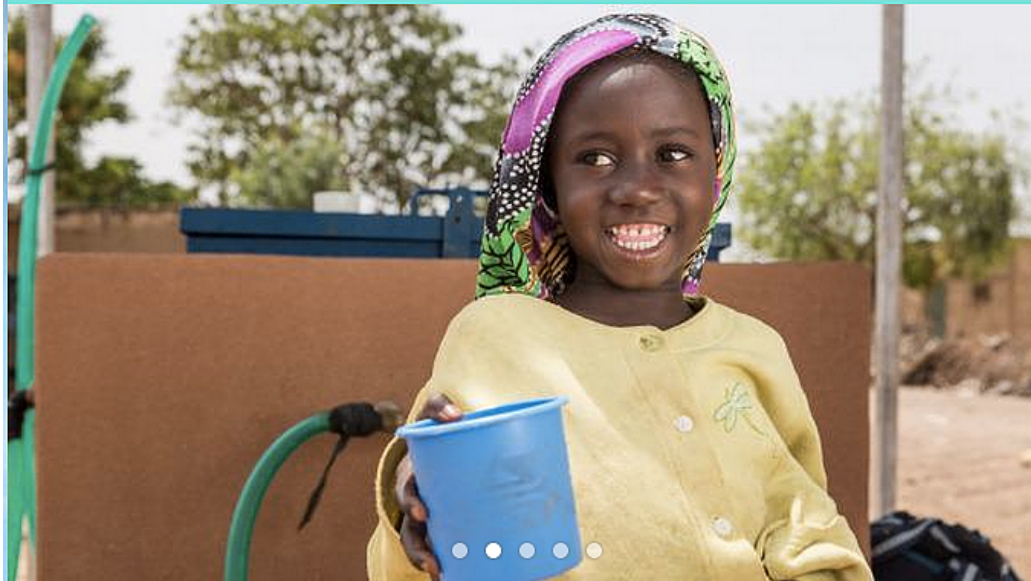
HISTORY

MUSIC

UNBOTTLED

[Water Replenish Report](#) • [Empowering Women](#) • [Water for Africa](#) • [Go Behind the Bottle](#) • [#cokestyle](#)

FEATURED



UNDERSTANDING THE IMPACTS OF WATER... AND DOING SOMETHING ABOUT IT

[SHARE YOUR STORY](#)

WHAT'S BUBBLING

OUR MOST POPULAR POSTS

1 IS YOUR NAME ON A COKE BOTTLE?

Ever since the "Share a Coke" campaign kicked off in the U.S. earlier this summer, thirsty fans across the U.S. have been clamoring to find their names on bottles of Coca-Cola, Diet Coke or Coke Zero. Some have struck gold, while others

2 COCA-COLA LIFE TO MAKE U.S. DEBUT

Coca-Cola Life – a reduced-calorie cola sweetened with cane sugar and stevia leaf extract – will arrive stateside the week of Aug. 25. At 60 calories per 8-oz.

3 COKE ADVERTISING HISTORY UNCOVERED AFTER 100+ YEARS

Coca-Cola has been part of the town of Opelika, Ala. since the first bottling plant opened in 1902. At the beginning of this summer, however, the connection

HONEST TEA NOW AVAILABLE IN K-CUP PACKS

[Water Replenish Report](#) • [Empowering Women](#) • [Water for Africa](#) • [Go Behind the Bottle](#) • [#cokestyle](#)

FRONT PAGE > MUSIC

MUSIC

Overview

Discover New Music

Timeline



The Sounds of Happiness

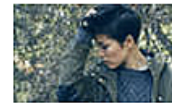
Rising Star Katy Tiz Q&A and Playlist

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WHAT'S SPINNING



Sounds of Happiness
Listen to Cazzette's Spotify Playlist



Happiness Sounds Like
Listen to Kina Grannis' Spotify Playlist



What Does Happiness Sound Like?
Listen to American Hi-Fi's Spotify Playlist



More Stories
View more stories about Coke and music.

FRONT PAGE > **FOOD**

Food

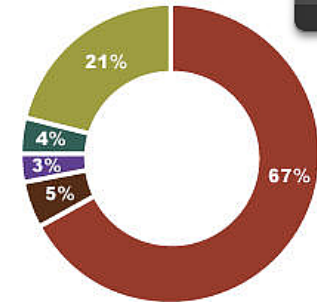
Overview

Recipes

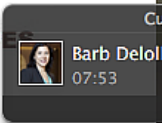
Stories



MOST VIEWED RECIPE BY COURSE



- Dessert
- Main
- Sides
- Special Event
- Drink



THIS WEEK'S POLL

Which drink would you like to see us feature in a recipe next month?

[View Results](#)

ON FOOD

MOST READ



Recent Posts

**OH MY
DISNEY**

Disney
INSIDER

Disney
PLAYLIST

DISNEY
Style



The DuckTales Theme Song with Real Ducks

We're kicking off Disney Blogs' '90s week with a quack.

Oh My Disney

Posted recently



'90s Disney Original Textiles

A while back, we asked our wonderfully talented graphic designers to create original textiles based on the Disney film of their choice.



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<http://blogs.disney.com>

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The Official Whole Foods Market® Blog

The Perfect Grilled Cheese Sandwich

By John Stewart, September 8, 2014 | [Meet the Blogger](#) | [More Posts by John](#)



[Grilled Cheese and Tomato on Multi-Grain Bread](#)

Simple. Sublime. A textural masterpiece. From college hotplates to 5-star kitchens, few foods offer such a combination of approachability, ease of preparation and sheer unadulterated yumminess. Delicious in its purest form and accommodating enough to welcome a broad range of party-crashers (Granny Smith apples. anyone?). the GCS is a joy to

RECENT POSTS



BLOG ROLL



BLOG ARCHIVES



POSTS BY CATEGORY



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LIFE IS SUITE

A BLOG FROM KIMPTON

ABOUT THIS BLOG

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KIMPTONHOTELS.COM

I'M LOOKING FOR:



EAT + DRINK

Planning a Holiday Party? We Make it Easy

For all you kind, generous folks out there who organize seasonal get-togethers for the rest of us (or if you just happened to draw the short stick this year), we're here to help you get the jump on planning a holiday party.

<https://www.kimptonhotels.com/blog/>



EAT + DRINK

Planning a Holiday Party? We Make it Easy



TRAVEL

Fashion Week Takes Over New York City



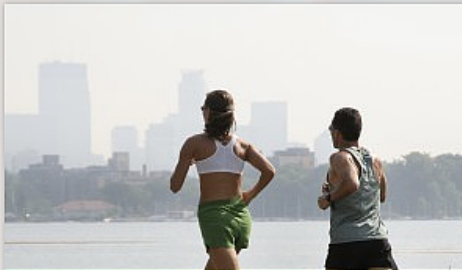
TRAVEL

A DC Refresh: The Donovan and the 14th Street Corridor



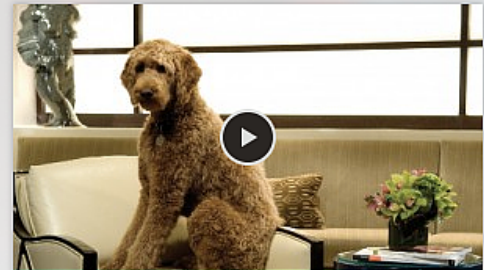
EAT + DRINK

A Toast to Summer: How to Make a Classic Daiquirí



TRAVEL

America's Best Urban Running Trails



INSIDE KIMPTON

Chew on This: Aug. 26 is National Dog Day

<https://www.kimptonhotels.com/blog/>

Best Practices of Blogging

Authentic, self referential

Humorous, lively

Bylined stories

Fresh, timely, addresses what's next

Never boring or stuffy

Highly visual

Great quotes

Filled with insider tips

Relevant references

Recycling your Blog

Facebook

Twitter

LinkedIn

Google Plus

Pinterest

Instagram

Historic hotels have 1,000s
of stories to tell



Sample Story Ideas for Historic Hotels

How our Chef makes signature Thanksgiving Pie

Ultimate Guide to Christmas in our town

Presidential stays through the years

Haunted Happenings

Classic Martinis

Secret Passages

Top five most photographed spots on our
property

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