



## Mix 6 Words into 1 Tweet, Stir Audience Regularly

***A new social media campaign offers a highly replicable recipe for whetting your audience's appetite for stories.***

The "ladies and gentlemen" of The Ritz-Carlton - otherwise known as "employees" - often go out of their way to create extraordinary experiences for hotel guests. These so-called "wow stories" are shared internally to celebrate success and inspire even greater efforts, and some of the most memorable tales are posted on The Ritz-Carlton's [website](#) for public consumption.

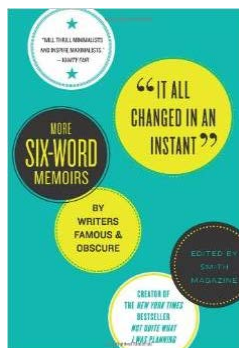


Having good stories to tell is one thing; getting your audience to *read* those stories is another. Marketing execs at The Ritz-Carlton felt that their treasure trove of "Stories that Stay With You" wasn't being leveraged to the fullest extent. So beginning last month, the company launched a multi-platform social media

campaign to whet appetites for these stories. The "recipe" for this campaign has three key ingredients:

### Take 1 Internet meme

According to legend, when Ernest Hemingway was challenged to compose the shortest story possible, he wrote, "For sale: baby shoes. Never worn." Thus the world's first "six-word story" was born. Today, thanks primarily to [SMITH](#) Magazine, six-word stories have become an Internet meme and are *everywhere* - in books, on T-shirts, inspiring all sorts of contests....you name it.



For its latest campaign, The Ritz-Carlton has condensed some of its wow stories into six-word versions, such as "First tooth. Fairy knocks. Girl delighted." And if this cryptic summary makes you curious about the full story, then ingredient #1 has done its job.

June 2014

### Mix 6 Words into 1 Tweet, Stir Audience Regularly

A recipe to whet your audience's appetite for stories

### Don't Let Bad Presentations Hurt Your Good Cause

Take our June webinar and bore no more.

### Improve Your Webinars in 1 hour

Sixty minutes. Really.



## About Us

***free-range thinking*** is written by Andy Goodman and edited by Celia Hoffman. To read back issues, download free publications, and to learn more about our work,

### Toss in a sprinkling of social media

To spread these 6-word stories, The Ritz-Carlton is using the full palette of social media, most notably Twitter, Instagram and Facebook. The company already has 2.3 million followers across various platforms and has created its own hashtag #RCMemories.



The strategy here is simple and in tune with the times: users of social media don't spend a lot of time consuming Tweets, Snapchats, and the like - and for

a good story to do its work, you need some time. So The Ritz-Carlton is using social media to provide bite-size tastes of its stories that will, hopefully, drive curious people to their site for the full stories.

### Serve up a generous helping of good stories

This was the one piece The Ritz-Carlton already had in place, and if you visit their site, you can read the stories for yourself. (I would also encourage you to read this heartwarming [story](#) about a lost toy that was published by The Huffington Post.)

It's too soon to tell if The Ritz-Carlton's social media campaign has increased traffic to their site, but the strategy seems sound, and more to the point, it may be worth considering for your organization. Nonprofiters who attend my storytelling workshops often ask how they can use social media to tell stories. "Can you tell a story in 140 characters?" someone will inevitably say.

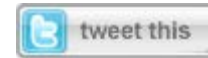
If you're Ernest Hemingway, the answer is yes (as he already proved once, and with 100 characters to spare). But for most of us mortals, Twitter is not the place to tell our stories. What it and other social media *can* do, however, is quickly capture attention - very much like a clever headline - and direct readers to the full story.

If you have good stories languishing on your website, I leave you with this six-word question: Why not give it a try?

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## Don't Let Bad Presentations Hurt Your Good Cause

***Our popular online class returns June 18th and 19th.***

Do you have a sneaking suspicion that your presentations aren't everything they could be? (Maybe it's even more than a suspicion.) Join us online next week and learn:

- The five most commonly made mistakes in presenting
- The three qualities audiences want most
- Why the opening and closing segments are the most important
- How to make PowerPoint your friend and not your enemy



"Why Bad Presentations Happen to Good Causes" is a two-hour webinar scheduled for June 18th and 19th from 11a-12n Pacific (2-3p Eastern) each day. Tuition is \$250 per student and discounts are available for organizations that register three or more students. Get more details and register online [here](#).

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# Improve Your Webinars in One Hour

***Join our "Webinar on Webinars" on June 20th and find out why a good webinar may be more like talk radio than anything else.***

When I first started attending webinars, I was probably just as bored as you. But as the host/teacher droned on, I started to notice a few things. Having worked in talk radio earlier in my career, I started to see distinct similarities between the webinar format and a talk radio show.

Later on, as I began developing webinars to teach at The Goodman Center, I incorporated some of the principles that have been proven to make talk radio engaging. As a result, our webinars receive consistently high marks, and good causes that frequently conduct webinars of their own have asked me to teach these techniques to them.

We've condensed those lessons into a one-hour class open to the public. In "The Webinar on Webinars," you'll learn:

- How to keep participants engaged from beginning to end
- The fine details of creating a good online experience
- How to use your two assets (voices and visuals) to maximum advantage
- What else we learned from talk radio that makes webinars even better



To learn more about "The Webinar on Webinars" and to register online for our June 20th class (11a-12n PT, 2-3p ET), [click here](#).

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