

Welcome!

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A.
- Click the CC button for Closed Captions
- Ask questions using the Q&A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤔 🎉 😊

Social media content without the cringe: Storytelling for Arts & Culture

March 2026

Dean Shaw

Tech Champion, Video & Digital Content

Plus special guest **Hannah Isted**



**Digital Culture
Network**



Webinar

Agenda



- **Don't PUSH....**
- **You're already great at this!**
- **There's always 2 types**
- **Your Face or Mine?**
- **Create intrigue not fatigue**
- **It doesn't have to take forever to tell a good story**

Access free one-to-one support



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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

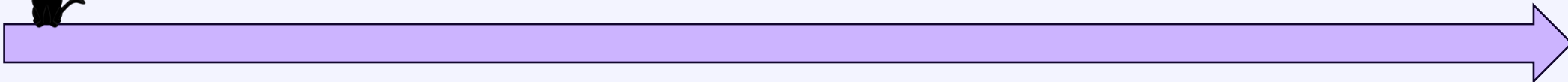
Please tell us about the support you need:

Don't Push

Let's address the cringe



Don't PUSH....

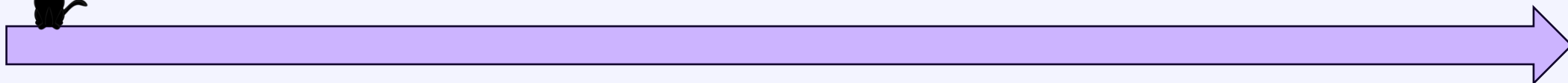


Is Arts & Culture any different??

- Cringe comes from a feeling of imitation
- Authentic storytelling isn't about being casual or trendy
- It's about **clarity, intention, and trust**



Don't PUSH....

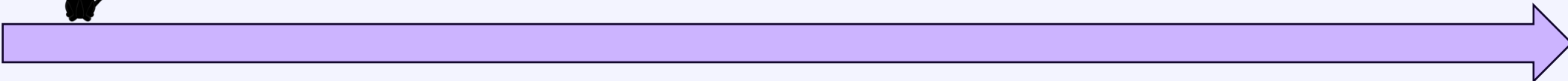


Create a persona

- What does your one true fan look like?
- Age, demographic, likes & dislikes
- Give that persona a name, you will probably find you have more than one.



Don't PUSH....



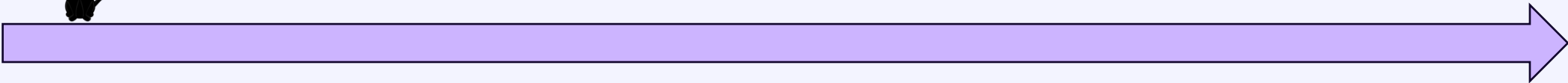
Create a persona



Dave David Nawab
Angela Michelle Dean
Graeme Steve Sonia
Michael Haydn Sharon
Toni Kelly



Don't PUSH....



You're already great at this!

Arts & Culture Should Already Be Very Good at This

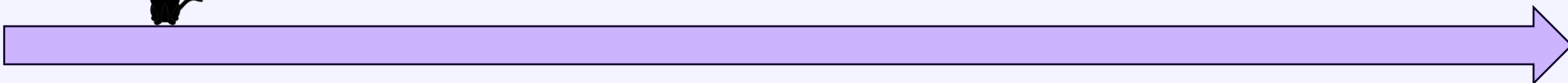
“You already work in story.”

Examples:

- One decision we had to make
- What most people don't see
- How this came to be



You're already great!



There's always 2 types

2 Examples Of Storytelling

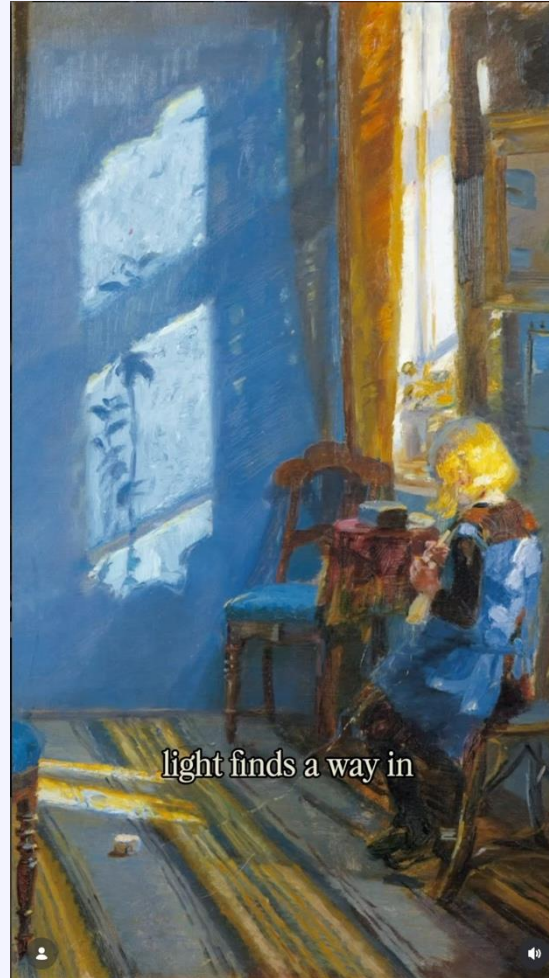
Face



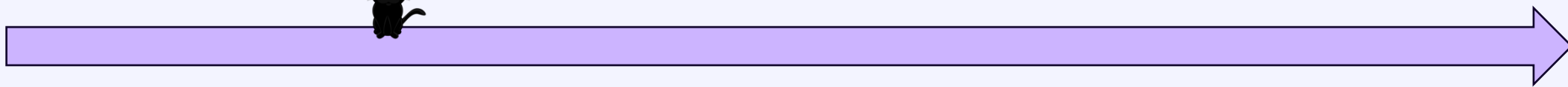
CENTURY RUSSIAN
EMPRESS



Faceless



light finds a way in



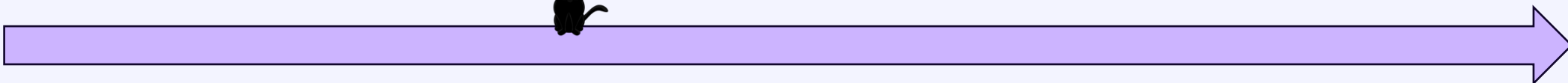
2 Examples Of Storytelling

Pros of having a human presence:

- Builds a recognisable human brand for the organisation
- Increases trust and authenticity
- Easier to create consistent content formats
- Can grow the org's following faster
- Helps demystify arts/culture for wider audiences



Two types



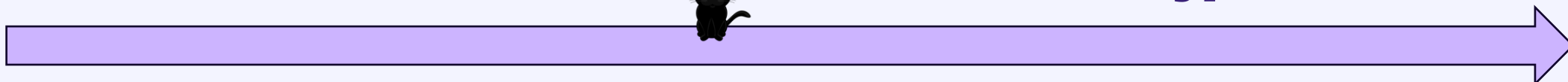
2 Examples Of Storytelling

Cons of having a human presence:

- Some audiences may prefer institutional neutrality
- Potential ego/spotlight imbalance within team
- Online trolling or harassment risk
- Blurred boundary between personal & professional identity
- Illness/absence disrupts content pipeline



Two types



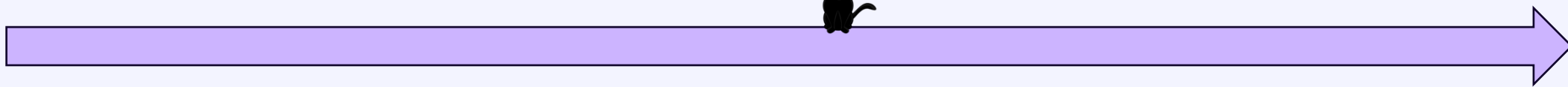
There's two types of people

Thrives in social environments



Detests social gatherings with a passion only coaxed out on the promise of chocolate Hob Nobs

Photo (c) Alex Ostrohiad



Your Face or Mine?

So go faceless?

- Easier to do, doesn't require video equipment just a good quality voice over
- More common place with historical storytelling that can lean on archive images
- Easier to capture B roll footage and then add a voice over as the story evolves



Your face or mine?

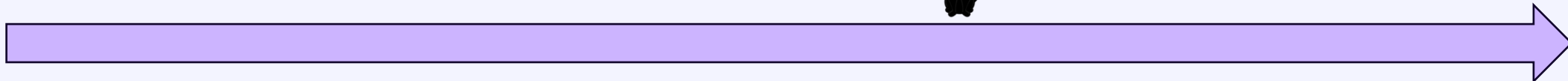


Know what you can manage long term

- It's a marathon and not a sprint
- Vanity metrics serve only to fuel insecurities
- Tell your story as if it was to a friend over a cup of tea



Your face or mine?



Create intrigue not fatigue

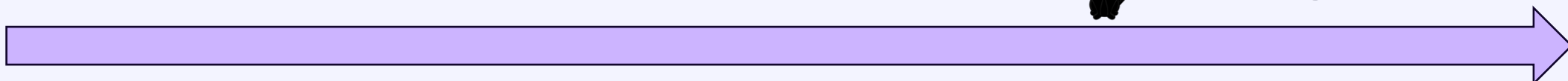
Scripting it out

Create Intrigue, not fatigue

- Words to avoid: And, Then, As.....
- Try using: But, Therefore, Instead & Despite
- **Why?:** Because these words we use offer our imagination solutions to the conflict that's been introduced and give us intrigue to stick around for more.



**Create Intrigue, not
fatigue**



Additional Resources



- How to script your short form storytelling
- How to film & edit yourself using Instagram Edits



Create Intrigue, not fatigue

It doesn't have to take forever to tell a good story



When it comes to all thing's social media

Nicola & Katy

Social Media Tech Champions





Storytelling without the cringe



HANNAH ISTEAD





Hey there

About me



Hey there

Hannah Isted

Founder of **HI Communications**

Author of Amazon Bestselling book
The Best 90 Days Ever

Create Your Content Library Course

Host of **The Best Marketing Podcast Ever**

Making marketing simple for small business owners so they can learn how to promote their businesses in just 10-minutes a day



If we'll watch someone
cleaning their **toilet**, we'll watch
you having a go at a **video**



The STORY framework

Storytelling in 10 minutes a day



Show don't tell

Document don't create. Start filming instead of planning a post

Have a bank of b-roll for when you don't want to be on camera

Get used to it, because it is a weird thing to do

TASK - Think about a day next week that has checkpoints for your content



Tiny moments

'And that's why it's like your marketing'

Notice the little moments.

An overheard conversation, an email that a customer has sent you

TASK – Make a place now that you can write them down. Can you think of anything to add?



Ordinary is interesting

Your customers and clients are also doing ordinary things and having ordinary thoughts.

Use important dates to anchor your content. Put yourself in it.

TASK - Try the client diary task and think about what's coming up this week

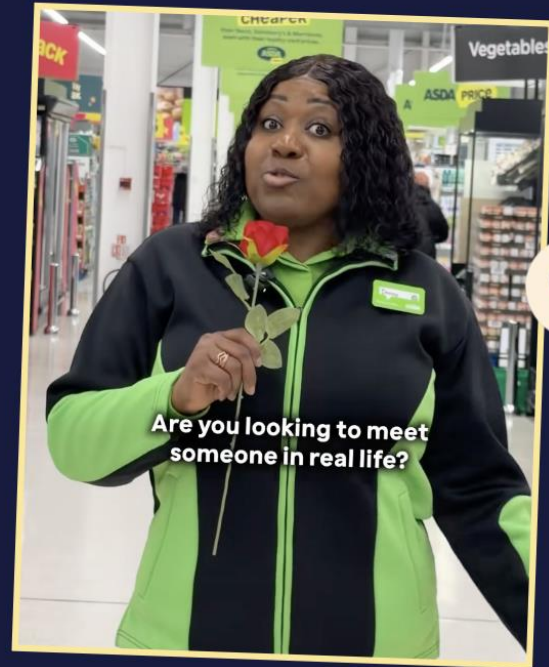


Relatable before remarkable

If we can watch Mrs Hinch clean her toilets, we can watch your content too

Tell us about the people in your team. What are they having for lunch? We actually do want to know

TASK – Look at how other businesses do this



Watch and learn from good storytellers



Your Lessons

All good stories have an arc and a lesson for their main character

What happened. How I felt. What I learnt

You don't need to be profound or big and impressive. It's about being human and useful to your audience

Create a content mind map of your lessons



Any questions?

Scan the QR code to get my freebie with
15 ways to promote your business!

Upcoming webinar

Once upon a pixel:

The magic behind digital tracking

28th April



James Akers

Tech Champion for Data Analytics
and Insight



Digital Culture
Network



Q&A