

# Advanced Digital Storytelling

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**Nice to  
meet you.**



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# Defining Digital Storytelling

# Defining Digital Storytelling

Digital storytelling should leverage the latest tools and techniques to **generate new opportunities** and **retain loyal stakeholders** across all touchpoints.

Personal and  
issue-based  
narratives

A mix of  
mediums  
(images,  
graphics, text,  
audio, video)

Takes a  
digital- and  
mobile-first  
approach

Authentic and  
relevant to  
your brand  
and mission



# Identifying Opportunities

Sourcing stories and content, and having the right resources, can seem like a big challenge. You may be able to uncover opportunities through other existing or ongoing activities.



## **PR and earned media**

Collaborate with team members focused on these activities to see where there might be alignment.



## **Partnerships**

Storytelling opportunities could unfold from existing partnerships and relationships with members or outside organizations.



## **Expand on existing assets**

Take stock of existing creative assets that could be customized or expanded for digital channels, or different audiences and objectives.

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## Measuring Success

# Measuring Success

Defining success can be challenging and likely looks different for everyone. How you define success will be dependent on several factors.

**Objectives**

**Channels**

**Target  
audiences**

**Data and  
benchmarks**

**Visibility.**

**Engagement and action.**

**Longevity.**

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## **Bringing Storytelling to Life**



## We're fighting for our Hospital Heroes.

As a pioneer for women in medicine, Dr. Macy's delivered 9,000+ babies. Read her #HospitalHeroes story.

[READ DR. MACY'S STORY.](#)

**The Coalition to Protect America's Health Care was formed to  
protect access to the best quality health care for all people.**

When natural disasters threaten a community, most people secure their homes, pack what they need, and make a plan. They prepare to leave.

## Health care workers and hospital staff prepare to stay.

During these moments of need, hospitals do not just care for patients within their walls. They treat, heal, and support entire communities.

## Take a look at three recent stories

of hospital workers who put themselves in harm's way to get their communities the care they needed.



*When the only hospital in Moore, OK was hit by an F5 tornado, staff set up triage across the street.*

**WATCH THEIR STORY**

*As wildfires approached his hospital, Dr. Scott Witt took to his motorcycle to evacuate the NICU babies in his care.*

**MEET THE HOSPITAL HERO**



*Running only on generator power, one hospital cared for more than 500 patients during Hurricane Florence.*

**READ ON**

# #MyHospital Campaign



## #MyHospital

What does your hospital give to your community?





## American Hospital Association

Published by Samantha Dean [?] · March 11, 2018 ·

...

Huntsville Hospital has seen plenty of deliveries, but never 6 at once. A team of 40 prepared with drills for the forthcoming sextuplets and it paid off when all 6 babies arrived happy and healthy! 🥰 #MyHospital



WTVR.COM

Hospital prepped for first-ever sextuplets delivery with choreographed drills



Get More Likes, Comments and Shares

Boost this post for \$50 to reach up to 27,000 people.

3,150

People Reached

369

Engagements

Boost Post



## American Hospital Association

Published by Samantha Dean [?] · October 10, 2018 ·

...

♪ Doo doo doo doo doo doo ♪ The #nurses at Concord Hospital recently got into the #babysarkchallenge. Check it out! #MyHospital



NH1.COM

Watch Concord Hospital Maternity Ward's Electrifying 'Baby Shark' Video | NH1.com



Get More Likes, Comments and Shares

Boost this post for \$50 to reach up to 27,000 people.

3,654

People Reached

367

Engagements

Boost Post

45

8 Comments 11 Shares



## American Hospital Association

Published by Samantha Dean [?] · March 26, 2018 ·

...

We cannot overstate how incredible this video is. Watch as a patient at Mayo Clinic takes her first breath after a lung transplant: #MyHospital



HOP.MAYOCLINIC.ORG

Transplant Recipient's First Breath Goes Viral

Rob Ronnenberg captured the moment his fiancée took her first...

More Likes, Comments and Shares

Boost this post for \$50 to reach up to 27,000 people.

Reached

168

Engagements

Boost Post

# Create your own content!

Simply use your smartphone to take a picture or create a short video of your employees and hospital leaders, sharing what your hospital means to your community. Focus on answering the question: "What does my hospital bring to my community?"

- Does it strengthen your community through working directly with families in need?
- Does it treat your community's most vulnerable by working with the uninsured?
- Does it inspire you to do good beyond the walls of your hospital?
- Does it put a smile on your face when you connect with patients?
- Do you feel a sense of LOYALTY, PRIDE, EMPATHY because of the great things your hospital does for your friends, family and community?

**AHA.org/MyHospital**

You can find a digital toolkit, #MyHospital [sample template](#), and more [here](#).

As soon as you record your photo or video, simply share it with AHA by using #MyHospital on Twitter, Facebook, or Instagram.

## Need some inspiration? Check out some examples below







# Hospitals Against Violence

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Join us on June 7, 2019  
for a national day of awareness  
to end violence.

**#HAV**hope





# As part of Human Trafficking Awareness Month, AHA shares resources to assist hospitals and health systems

Jan 10, 2019 - 09:25 AM by Melinda Hatton



## Perspective: Hospitals are fighting back against human trafficking

May 10, 2019 - 09:58 AM by Rick Pollack



Earlier this week, hospitals and health systems across Delaware adopted a common protocol for identifying and assisting human trafficking victims — the latest example of the field leading the way forward on this issue.

**HOSPITALS  
AGAINST  
VIOLENCE**

**Youth Violence Prevention:  
Working Together to Keep  
Communities Safe**

**AHA Members in Action  
Case Studies**





AUGUST 15, 2018

## A Home for Herve



*Herve's Inglewood home is bright blue with cozy touches.*



*A hand-painted mural faces his back patio, where stray*



*kittens nap in the sunlight. Big trees loom overhead.*

*Inside, Herve has made the three-room space — a kitchen, bedroom, and study — his own.*

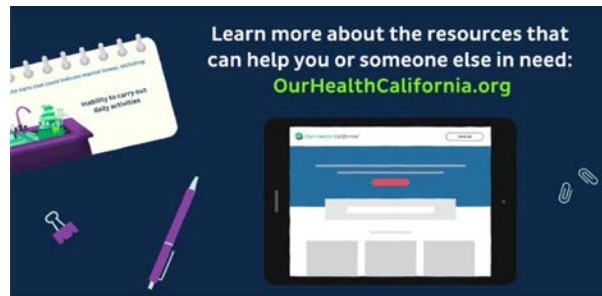
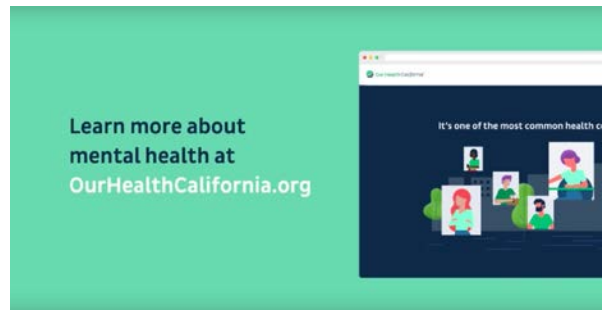


*James Altman, Division Chief of Administration for the Santa Monica Fire Department. He oversees a team of paramedics, who are on the front lines of handling 911 calls related to homelessness.*

*“Our hands are tied in most cases. We don’t have sobriety centers that we can transport to, no alternative destinations that we can transport to. The only place we can take them is the hospital even if we know they shouldn’t be there.”*

James Altman, former paramedic and fire chief for the Santa Monica Fire Department.







**Humanize.**

**Localize.**

**Invest in creative.**

**Drive meaningful action.**