



conxusNEO

The Importance of Storytelling in Hiring

Nov. 17, 2023

About me



- President and lead consultant, Dot Org Solutions
- More than 30 years of experience in marketing, planning and operations
- Frequent blogger, presenter and writer on marketing and leadership
- B.S. in Journalism, Bowling Green State Univ. (OH)
- Graduate, Goldman Sachs 10KSB Program
- Data and tech nerd

Prior session recap

- People are online all the time – digital is essential
- Plan based on personas
- Strong content is critical – quality over quantity
- Content strategy is needed
- Video is essential
- Don't forget the CTAs
- Leverage the stories of your happy employees

What we will cover today

- Learn how to use storytelling in the hiring process
- Understand how to tell a great story and on what platforms
- Examine examples of companies and organizations telling great stories
- Take part in a story development exercise

Why is storytelling for hiring important?

- Helps develop deeper connections with your audience
- Humanizes your company and helps potential hires understand why they should work for you
- People are 22x more likely to remember facts in a story
- 75% of customers want brands to use storytelling
- Storytelling can boost conversion rates by 30%

Basic components of a story



Characters

Relatable and connection to audiences



Setting

Supports the conflict/shows the feelings of the characters



Conflict

Goals/challenges the audience can identify and empathize with.



Structure

Helps audience clearly understand your message

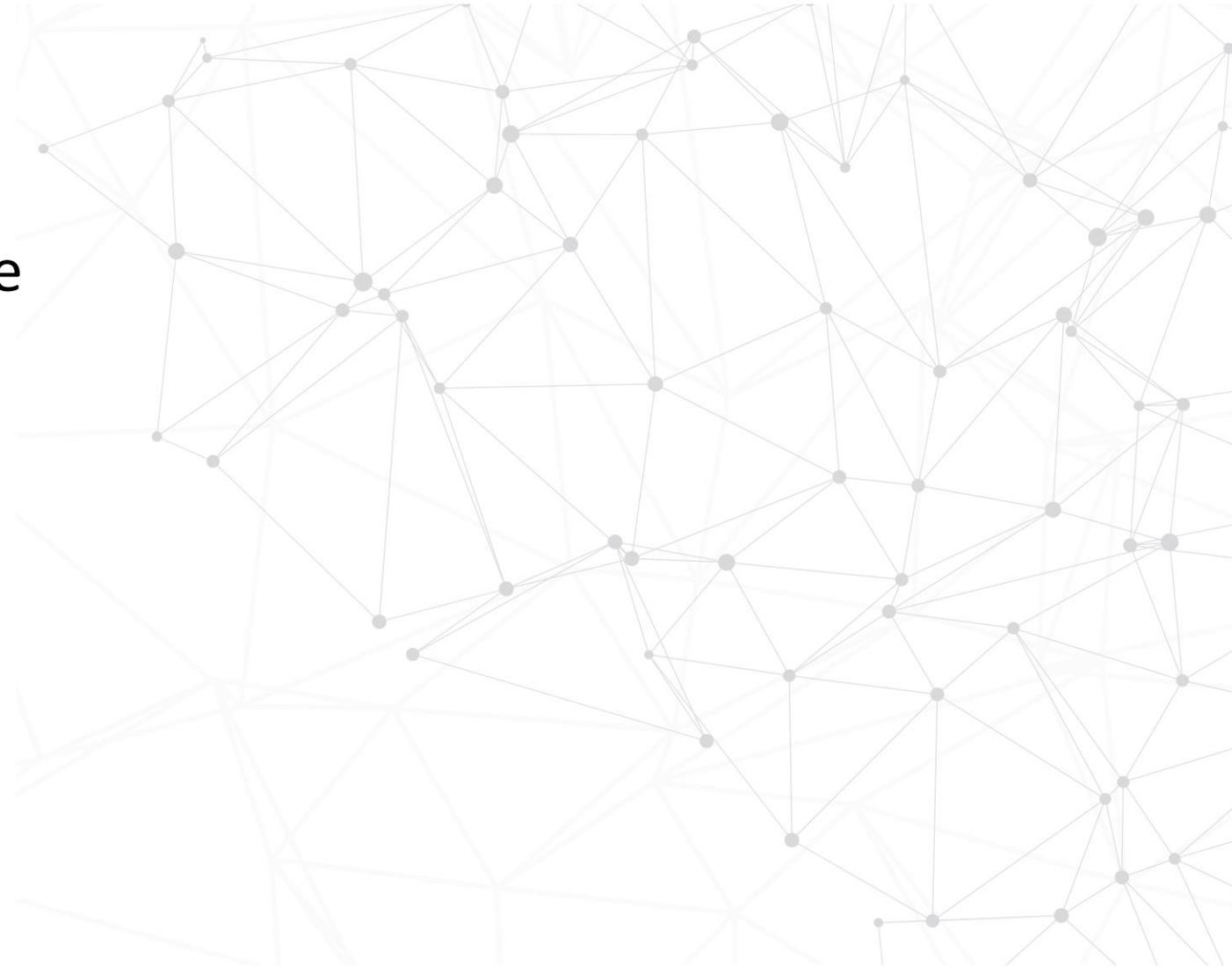


Resolution

Leaves audiences feeling/ready to act the way you need them to (Call-to-action)

A good story...

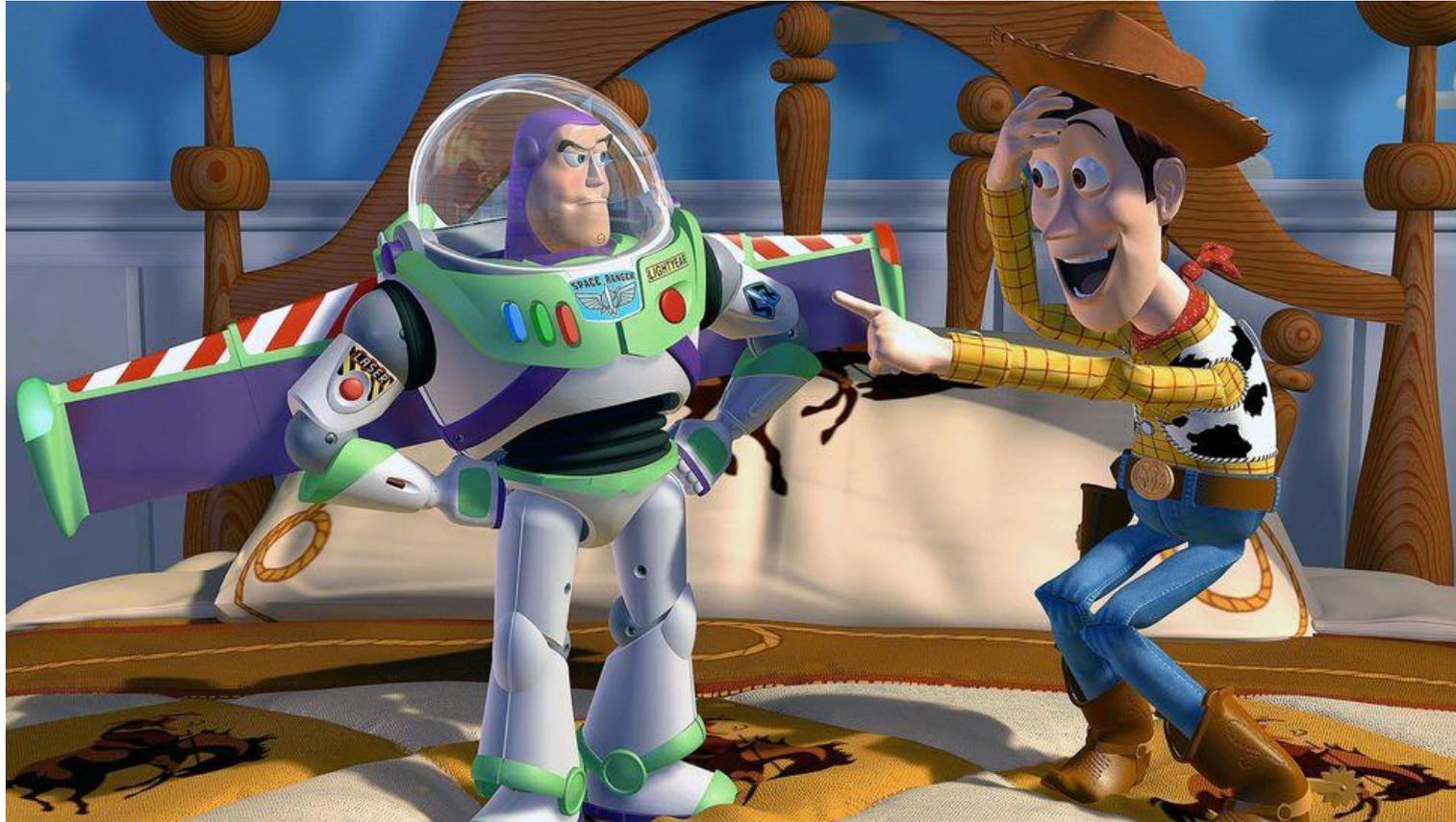
- Promotes what makes you unique
- Inspires and motivates
- Engages the audience
- Encourages curiosity
- Organized structure
- Relatable, memorable content
- Shows, doesn't tell



Where to tell stories

- Your website
 - About page, hiring landing page, blog (if applicable)
- Facebook + Instagram
 - <60 second videos and photos with captions
 - 15-30 second Reels
- X (formerly known as twitter)
 - Photos with brief captions, videos around 20 seconds
- YouTube
 - Longer video content
- TikTok
 - 10-20 second videos
- Materials you use to recruit

Using Toy Story to tell your story



Hiring page copy

Hiring page for Andy's Room - website

You've got a friend in us!

The world is a big place, and it can be hard to find somewhere you belong. At Andy's Room, our leaders, Woody & Buzz, know firsthand how important a space of unity and inclusion is. We pride ourselves on our tightknit crew where every toy serves a unique and important purpose. Together, we help make Andy's childhood full and happy, one playtime at a time.

Apply to join our team at Andy's Room today!



Hiring page for Booksgalore – website

Let's turn the page on poverty!

Education is the gift that keeps on giving. And we believe the best way to nurture a love of learning is through books. We work to instill the spirit and passion for reading in children and adults across our community. Our dedicated team are voracious readers who curate secondhand book collections to fit the needs of the people we serve. We hope to help create a future where books serve as a bridge to equity in education. Apply to join the Booksgalore team today!

Short video

Short video content for Andy's Room

- A quick day in the life video of the toys in Andy's room
 - Caption: It's not all just fun and games – see what a day in Andy's Room is like!
- One of the toys talks about their favorite part about being in Andy's Room
 - Caption: Mr. Potato Head dons his best stache to share what he loves most about being Andy's toy.

Short video content for Booksgalore

- A quick video of a staff member packing a child's book package
 - Caption: Packing books today to bring a smile to a face tomorrow!
- Staff member feature – what they do/why they love it
 - Caption: Hailey, our fearless reader and shipping manager, tells the tale of her journey with Booksgalore.

Long video

Longer video for Andy's Room

Beginning: Open with brief history of Buzz and Woody as leaders

Middle: Show “work culture”/more toys talking about their favorite part of being in Andy's Room

End: A view of the team working together happily with “You've got a friend in us. Apply today!”



Longer video for Booksgalore

Beginning: Founding of Booksgalore, why it was started

Middle: Showing people in community who are impacted by the work and day-in-the-life content

End: A view of team with a collection of books with “Help us turn the page on poverty. Apply today!”

Social posts

- Photo posts for Andy's Room
- Photo of Andy playing with the toys
 - Caption: We'll never get tired of making Andy smile 😊
- Photo of toys spending time together
 - Caption: It's playtime all the time here at Andy's Room!

- Photo posts for Booksgalore
- Photo of a staff member with a large array of books
 - Caption: Our new book haul is sure to brighten many days!
- Photo of staff in the community
 - Caption: Our team of book-lovers spent the day turning pages with this awesome fifth grade class!

Examples



Examples

Junior Achievement of Eastern Ohio added a new photo.
October 23 at 12:00 PM · 🌐

"Junior Achievement was really the only outlet, the only place, I could go where I could truly learn about business. Going to Junior Achievement, I learned everything. Junior Achievement is a great opportunity to understand what it means to be successful as an entrepreneur in this country." — Mark Cuban, Shark Tank and Owner of the Dallas Mavericks



Akron Honey is in Akron.
August 14 · 🌐

This is a story of why you shouldn't give up.

In this 📺 back in 2018 our guy @wesleythekeeper was exhausted. In addition to raising a family, keeping bees and working full time in corporate America, he was constantly playing shows as a part of Cleveland soul band @mrwesleybright & the Honeytones. This picture was taken at Denny's at 2am after a show at the @beachlandc. Knowing that he had to be at work in the morning, and that he had to tend to his bees, he actually considered selling the land which is now Wesley Family Apiary & Microfarm. He thought it would make things easier so he could just focus on his corporate career and music.

Think about that, Akron Honey could have been just a few short weeks away from being erased from the future of Akron. If that would have happened the following list of events would have never happened for the brand and for our honeyloves:

1. Infused Honey
2. Cold Brew Tea
3. Microfarm Box
4. Neighborhood Production Facility
5. Wesley Family Apiary & Microfarm
6. Almost 100 participating grocers
7. Honeybee education Partnership with @akronschoolsoh
8. 10th Annual Market Day
9. Habanero Hot Honey Pie at @hihobrewingco
10. Hot Honey Wings at the @guardianscslc Ballpark

So friends as you see, because you could be losing more, when things get exhausting and you get tired, Don't Give Up! ❤️

Question: what do you think Wesley ordered at Denny's on that night?



Examples



eatlearnplay • Follow

eatlearnplay This is STILL how we feel when we get a new book! How about you?

@eatlearnplay and our coalition of literacy partners are spreading the joy of reading by distributing hundreds of thousands of high-quality, culturally relevant books annually to Oakland youth through a variety of channels, including our Eat, Learn, Play, Bus and Little Town Library programs, restocking school libraries, and hosting free school book fairs in elementary schools. Learn more at eatlearnplay.org #LinkInBio

4d

gasolfoundationusa ❤️❤️❤️
4d Reply

allsportsmentoring Love this project 🙌
4d Reply

townsproutsousd 📖👦❤️
4d Reply

medamae1 ❤️👍👍
4d Reply

paulahenderson2 📖📖
4d Reply

215 likes
4 DAYS AGO

👍 🗨️ 📌

😊 Add a comment... Post



grafgrowers • Follow

grafgrowers Let's do a little #throwbackthursday! Here is a photo of Karlie with her grandfather, John Graf, during our 1990 Fall Festival. Karlie was just 6 months old and she already loved to be at Graf's! Do you remember our Fall Hayrides and events from the 80s and 90s too? Tell us your favorite memories below 📷👴

#growingwithgrafs #gardeningwithgrafs #akronohio #akronoh330

3w

sheri.walters55 What a precious photo and memory, Karlie!
3w Reply

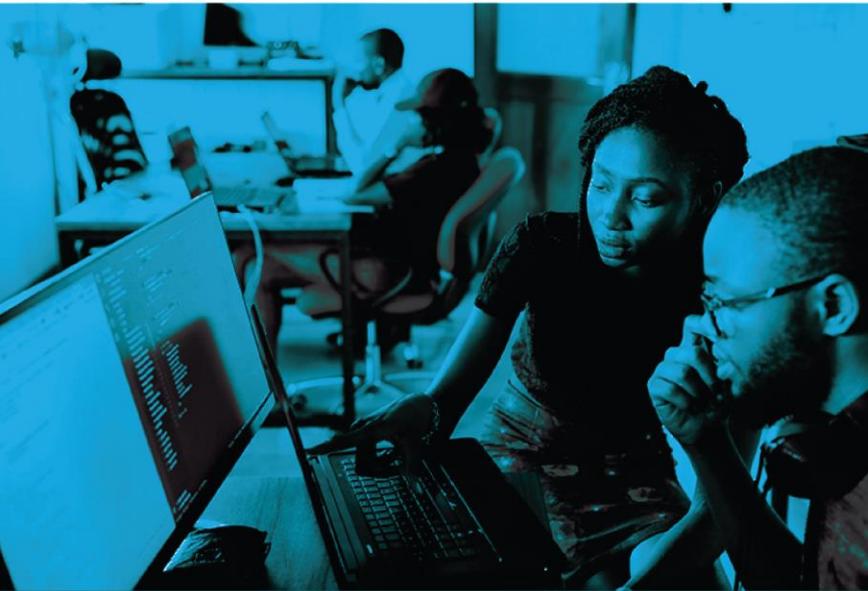
How to start telling your story

- **Understand your audience** – What concepts relate to and attract your audience?
- **Define your story and its purpose** – What is your company's unique story? What are you trying to say about your company? How should audiences feel after interacting with the story? What is the goal of telling this story?
- **Choose a story medium** – How are you going to tell your company's story? Where will you tell it?
- **Outline your story** – Who are the main characters? Where does the story take place? What is the conflict? How does the story end?



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ACTIVITY: Create your own storytelling marketing content



Activity

- Brainstorm what about your company is relatable to your audience/what about you is appealing to them/what part of your story do you want to showcase
- Decide what kind of storytelling you will be doing – a longer video, a short video with a caption, a photo with a caption, hiring page content
- Write a draft or outline of your storytelling content
 - Write a social post with a photo – a caption and outline what the photo will be
 - OR
 - Write a social post with a short video – write the caption and outline of what the short video will show

Recap

- Storytelling personalizes your brand and helps you form memorable connections with your audience
- Single out your unique story
- Know your audience
- Be relatable, honest and engaging
- Make use of high-quality photos and short-form videos on platforms

Resources

Go-Globe: Storytelling Statistics & Trends

- <https://www.go-globe.com/storytelling-statistics-trends-infographic/>

Search Engine Watch: How to use the art of storytelling to boost content marketing results

- <https://www.searchenginewatch.com/2019/12/20/how-storytelling-boosts-content-marketing/>

Upcoming sessions

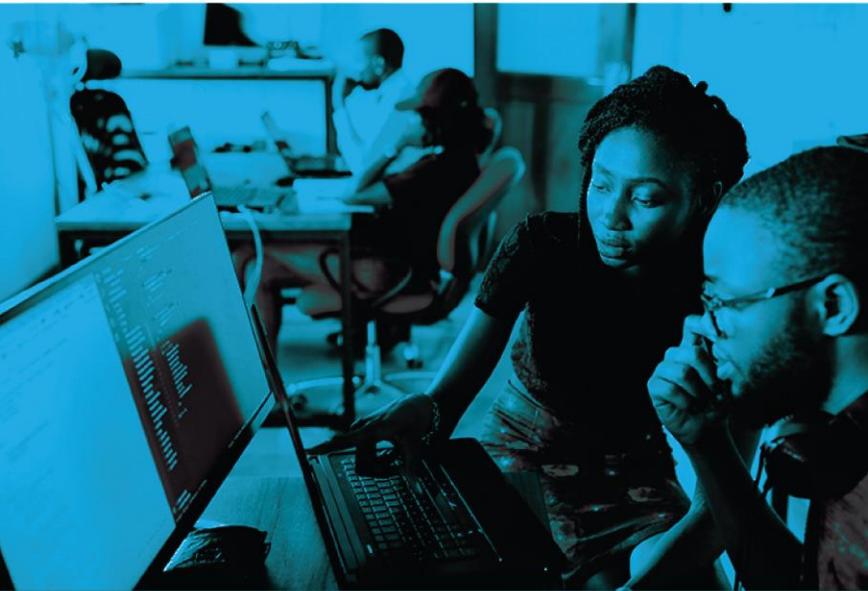
- Wednesday, Jan. 24, 8:30-10 am - Creating Your Marketing Plan for Hiring
- Thursday, Feb. 22, 8:30-10 am - Measuring the Success of Your Efforts

*All events take place at Greater Akron Chamber Offices
388 S. Main St. Suite 205, Akron, 44311*



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Questions?



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