Storytelling and new media: why not?

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¹Only Human

Moya Sayer-Jones has a special interest in health, welfare and the arts, including the challenges and opportunities new technology presents to individuals and organisations. She says: ‘A lot of people are stuck and even defeated by new communication channels but the trick is to understand that online isn’t really about technology, it’s about people. And that’s good news. As health workers, we KNOW all about them!’

In this workshop Moya will share her own experiences working in the sector and her favourite best-practice story-based solutions from international organisations. Specific areas covered include:

- understanding how new media works ... and what doesn’t
- connecting with modern audiences using our personal strengths (storytelling, authenticity and purpose)
- finding your community
- using creative approaches get users tuning in and sharing your content
- the ‘too busy to blog/tweet/post/do one more thing’ guide
- Moya’s tools, apps and tricks.

Moya’s workshop is an inspiring and fun exploration of what’s possible when we take ourselves and our organisations ‘social’.