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# Stories: the Secret to Social Media Success

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by Victoria Alves

Bob Burg, author of *Endless Referrals*, famously said, "All things being equal, people will do business with, and refer business to, those people they know, like, and trust." Although these words were first said in 1994, with the dawn of social media and the ever-increasing amount of people spending their time and posting their lives online, these words ring true more now than ever.

So how do we get people to know, like, and trust us? We share stories.

Storytelling has been the core of human connection since the dawn of time. From cave paintings to podcasts, stories convey cultures, histories, lessons, and values that unite people. Stories help connect people to one another and motivate individuals to take action – and that includes taking the action of reaching out to a planner whom they think aligns with their values.

Often when we think of providing value to someone, we think of how much we can tangibly give them. For example, giving them a discount on a service or access to an amenity. However, what people actually value the most is intangible – it's being understood. And how do we make others feel understood? We open up to allow them to first understand us.

Social media should not just be a series of perfectly curated photographs and colour schemes. Your tablespace is beautiful and can be a source of "inspo" for those scrolling your feed, but the real magic lies in the caption and how you use your post to connect with your audience.

Based on a [2018 study](#) by Sprout Social, it was found that feelings of connection towards a business were directly correlated to increased customer loyalty and bottom line growth. When individuals feel connected to a business, 57 per cent will increase their spending with that business, and more than 75 per cent will buy from the business over a competitor.

When you peel a layer back and let your story shine rather than just a photo, you're allowing your audience to not just see what you do, but you provide an opportunity for them to see themselves in your work. This directly relates to Burg's principles of know, like, trust – because at the end of the day, who do we know, like, and trust more than ourselves?

So what stories can we share on social media? Below are a few ideas.

- An easy story to tell: the story behind the photo itself. What event was this tablespace from? Who is the couple or company hosting the event? Why was this theme chosen?
- A more difficult but also more meaningful story to tell: the story behind the event planner/company behind the post. Why did you choose this career? How did you get started in the industry? What are you passionate about outside of work?

These stories allow your audience to find ways to connect to you and the services you have to offer. Through telling the stories of your clients, they can see themselves as one; through telling personal stories, they can see themselves working with you.

So next time you post on social media, share a story. I, and everyone else, would love to hear it.

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