

# STORYTELLING IN HIGHER EDUCATION

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# WHY SHARE STORIES?

- Recruitment
- Development
- Information

# HOW TO TELL YOUR STORY

- ❑ Find stories only you can tell
  - ❑ Tell stories that will resonate, connect
  
- ❑ Know your audience
  - ❑ Who will hear your story?
  - ❑ How can you connect on an emotional level?

# HOW TO TELL YOUR STORY

- Know your institution and your message
  - Don't try to “sell” your program
  
- Know your characters and show their struggle, resilience, success

# WAYS TO SHARE YOUR STORY

- Videos and photos
  - Popular on social media
- Blogs
- Live streaming

# WHAT'S YOUR STORY?

- Think of something going on in your program right now that you'd like to share
  - Who is your audience?
  - What approach would you take?
  - What avenues would you use?

# USING US TO SHARE YOUR STORY

- ❑ Newsletter – Inspiring Innovation
- ❑ Social media
  - ❑ @uabgradschool on Facebook, Instagram and Twitter
- ❑ Other communication projects
- ❑ Future projects
  - ❑ Virtual tours of different buildings/labs and live streaming of research

# GRADUATE SCHOOL EVENTS

- ❑ 3MT – October 2, 9 and 16
- ❑ Say it in 6 Winner's Reception: February 28, 2019
- ❑ Discoveries in the Making – 6 p.m. 2<sup>nd</sup> Tuesday at Ghost Train
- ❑ Graduate Student Appreciation Week – **April 1-5, 2019**
- ❑ Doughnuts with the Dean – launches in September – monthly talk story session with Lori



# QUESTIONS