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. 2nd 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