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What's your story?

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Some of the great not-for-profits we work with





BUILDING YOUR STORY

- WHY USE STORIES
- DEFINE YOUR GOAL(S)
- IDENTIFY YOUR AUDIENCE
- CREATIVE BRAINSTORM
- STORY STRUCTURE
- REVIEW

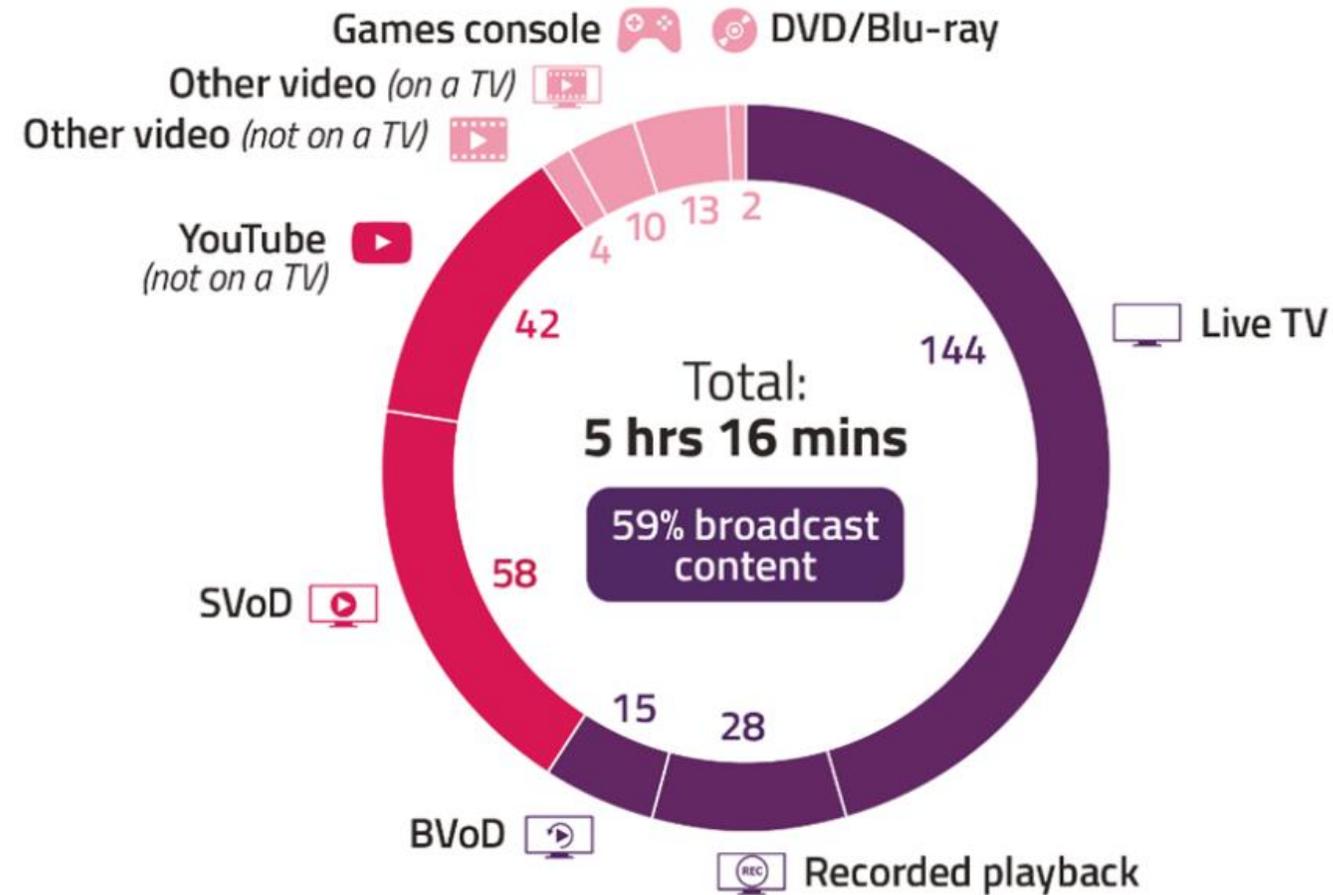


WHY USE STORIES



VIDEO DEMAND

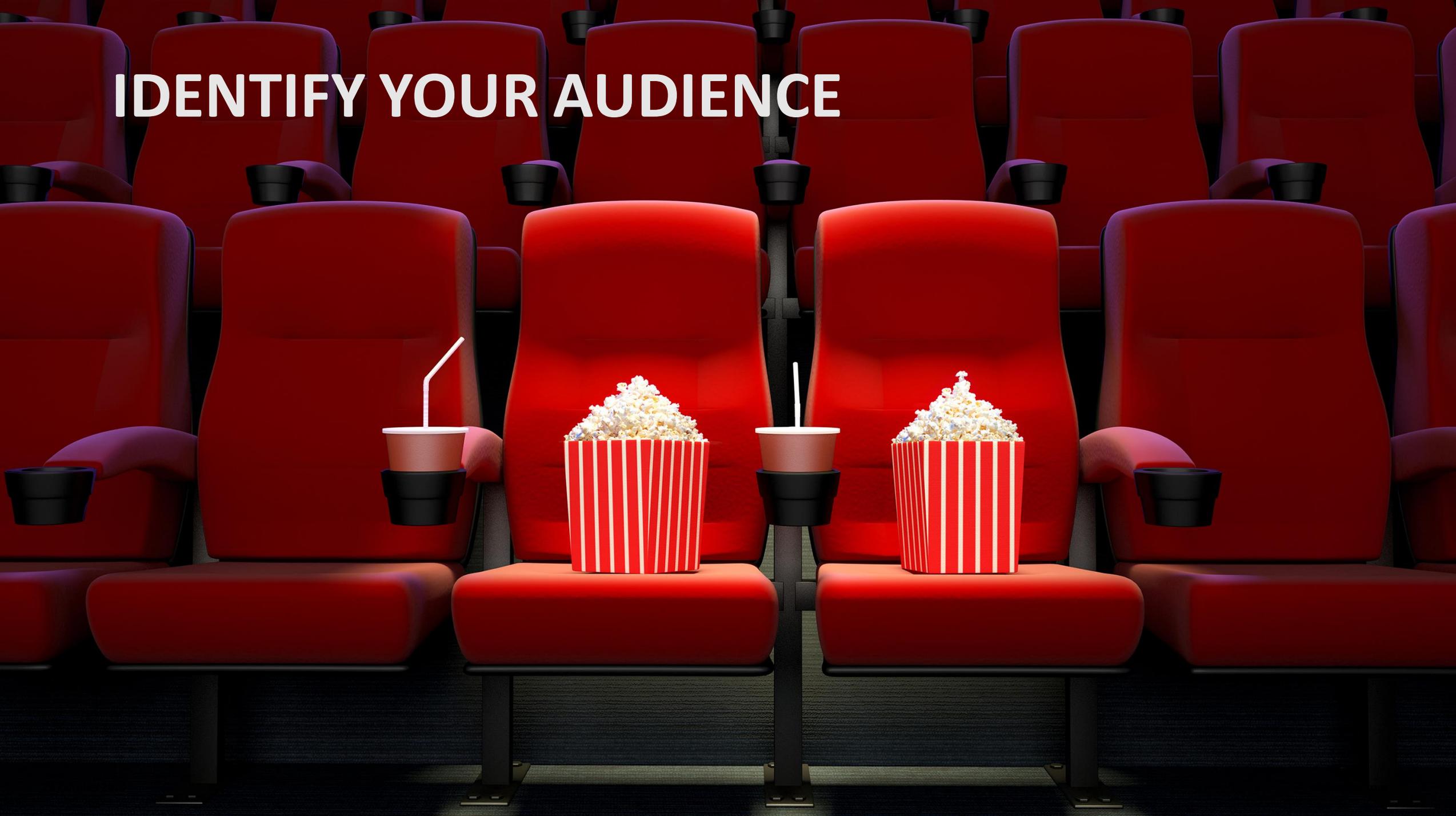
Figure 1: Average minutes of viewing per day, all individuals, all devices: 2022



DEFINE YOUR GOAL(S)



IDENTIFY YOUR AUDIENCE



Insights > Performance

This quarter

View by: Posted

1.4K

Minutes viewed
▲ 4824% from previous 70 days

394

1-minute video views
▲ 7780% from previous 70 days

4.2K

3-second video views
▲ 3908% from previous 70 days

29

Engagement
▲ 2800% from previous 70 days

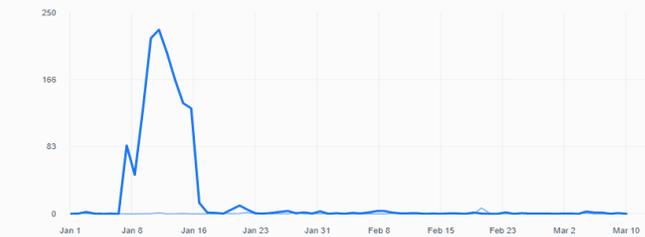
58

Net followers
▲ 18.4% from previous 70 days

Minutes viewed

1 Jan 2020 - 10 Mar 2020

1,431 Minutes viewed



Show by:

See how your different types of posts are performing

- Organic 20.9%
- Paid 79.1%
- Posted 91.4%
- Crossposted 0%
- Shared 8.58%
- Live 0%
- Video 100%

Audience

This ad reached **5,332** people in your audience.

People

Placements

Locations

Saint Peter Port

5332 (100.0%)

Performance

ThruPlays

796

People Reached 5,332

Cost per ThruPlay £0.01

Activity

Engagement on Facebook

Link clicks 106

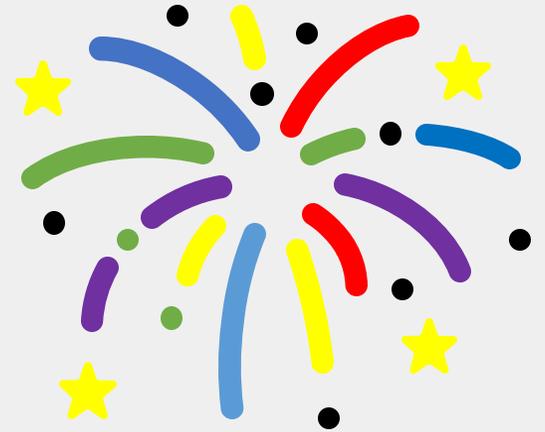
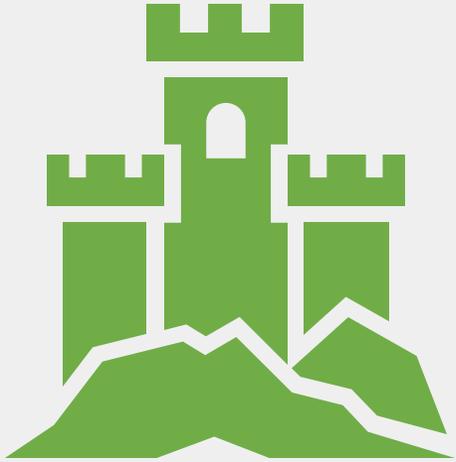
Video views 3,447

Shares 5

CREATIVE BRAINSTORM

A whiteboard is shown from a slightly low angle, covered with a dense array of colorful sticky notes. The notes are in various colors including yellow, green, blue, pink, and orange. Some notes are folded into a 3D shape, while others are flat. The text on the notes is mostly illegible due to the shallow depth of field and the angle. The overall scene suggests a creative brainstorming session in progress.

STORY STRUCTURE



WHAT ELSE MAKES A STORY?



WHAT ELSE MAKES A STORY?

- T** Topical
 - R** Relevant
 - U** Unusual
 - T** Trouble
 - H** Human
-

REVIEW



BUILDING YOUR STORY - RECAP

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Not-for-profit video service

At Orchard, we believe in using communications as a force for good.

That's why we offer a discounted video service to charities and not-for-profit organisations. We want to help you tell your story and achieve your objectives.

To find out more, contact mike@orchardpr.com