

# Storytelling handbook for Wellbeing Workers

VERSION 2

## Why storytelling is so important

At Wellbeing Teams, our purpose is to do whatever it takes to support people to live well at home and be part of their community – and we know that we can make a real difference to the lives of people we support, their families, and whole communities.

Because we know the difference we can make, we want to reach more people; so we can change even more lives.

The storyteller helps us to reach more people, such as:

- People who might benefit from a Wellbeing Team themselves
- Families and friends of people we support or people who might need support
- The social care team at the local council
- People who might be a fab volunteer for Community Circles
- People who might make a wonderful new Wellbeing Worker for your team

What's great about the storytelling role is that we're not relying on traditional marketing, that sometimes seems fake. Instead, we're working as a team to share real stories of the difference you and your team are making every day.

## Your comms plan

Each Wellbeing Team should have a comms plan which is reviewed quarterly to make sure it fits in with your team's objectives.

As a storyteller, you will have a role to play in delivering the plan. This will be clearly laid out so you know what you should be talking about on social media and when. The plan will generally be created as a team effort between the Wellbeing Leader, Community Circles Connector, and Wellbeing Workers in storytelling roles. You can find out more about the comms planning process by finding the relevant guidance on Loomio.

## Setting up Facebook, Instagram and Twitter

You might already be familiar with Facebook, Instagram and Twitter, or you might be new to them. Either way it really doesn't matter, as we've written some information to help you to get started!

## Facebook

Firstly, make sure you have 'liked' your local Wellbeing Teams Facebook page - the Community Circle Connector cannot make you admin without this happening. The Community Circle Connector will then add you as an admin to the Facebook page.

The Community Circles Connector will create a rota with you which will highlight who is responsible for posting on that particular day and on which social media platform. They can also talk you through how to schedule your posts so that posts automatically publish on a set date/time.

## Instagram

Your Community Circles Connector will give you the login details for Instagram.

You do not have to have a personal Instagram account. If you do have an Instagram account, you can also add the Wellbeing Teams page to your app; and add it to your quick links so you can flick between the accounts without signing in and out each time. If you are unsure how to do this please speak with your Connector.

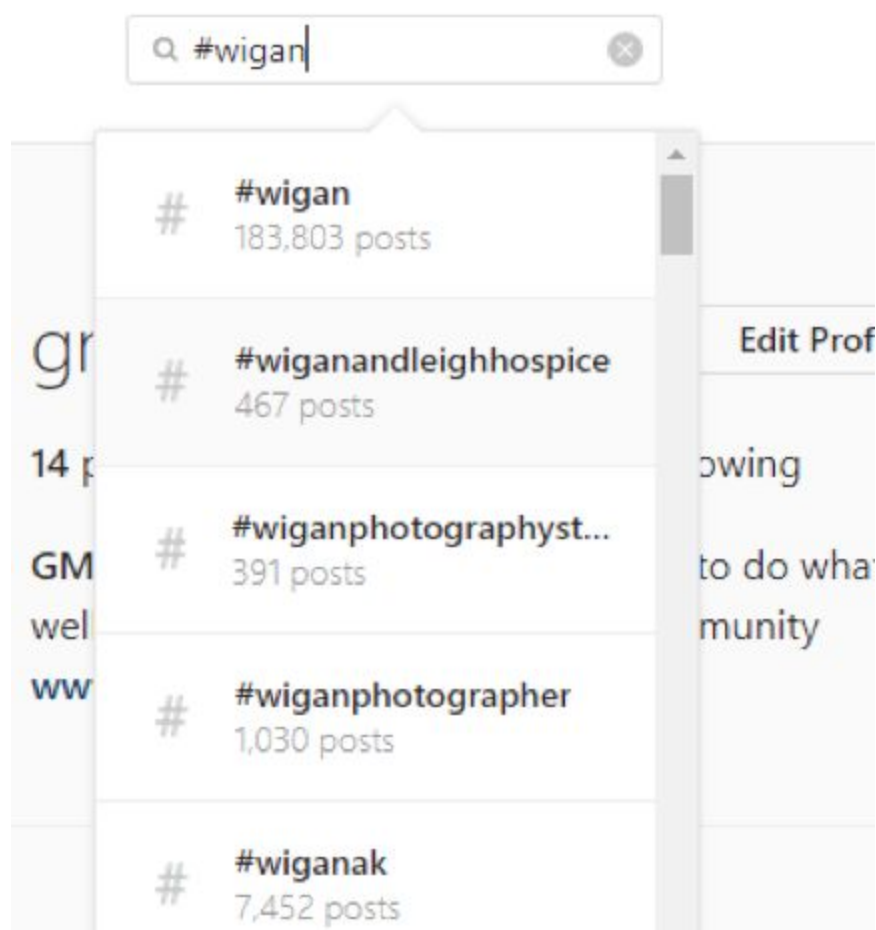
Instagram like Twitter uses hashtags to draw in further attention. Make sure your hashtag/s are relevant to the image that your posting. For example:



The hashtags used in this image draw in attention to people searching topics related to home care, personalised care and Wigan.

To create a hashtag, simply type # then put the subject/topic. If you click on a hashtag it will take you to posts that other people have submitted on Instagram with the same tag as you.

Hashtagging can take some getting use to. If you want practice or want to research if your image is relevant to that particular hashtag simply search it. See the below example:



When 'Wigan' was typed into the search box, Instagram tells you what other people have been hashtagging. If the hashtag has a lot of posts then it means that it is being hashtagged frequently by other people.

Remember to type a brief description about the image you're posting about. You can even hashtag within the description if you feel it is relevant, for example:

We also have a strong value of bringing our whole self's to work and for that to happen, we need to know about who our workers are as individuals themselves. That is why everyone who joins us completes a [#1pageprofile](#) it asks:

You will notice that Instagram automatically changes the hashtag into a blue link which you can click on to view related posts from other people.

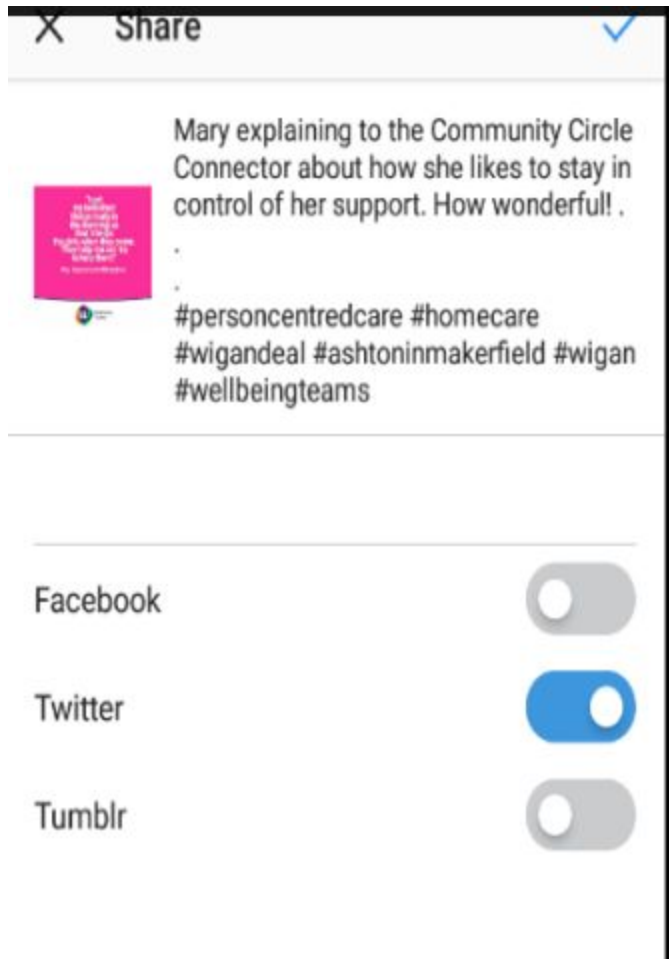
**Please always use #wellbeingteams as a hashtag in all of your posts.** This is a created hashtag related to all the Wellbeing Teams material on Instagram. This means that if anyone searches this hashtag they will always find all of our material! See below:

Please ensure that the Instagram account is linked up to your local Wellbeing Teams Twitter account. This is so that the same material posts on both social media platforms at the same time. It saves time you having to post separately.

To do this you click on the the 3 dots in the top right hand corner, click share then click Twitter and/or Facebook. In order to share the same post to the different social media platforms it might ask you to sign in if your social media accounts are not all linked up together.

Decide what works best for you.

See below example:



Once you have finished, click the tick symbol in the top right hand corner. You can double check that it has posted to the Twitter account by logging into the Twitter account.

It will usually look something like this:



Here you can see that Zoe posted an image on Instagram but shared it on her Twitter page too. As Twitter only permits so many characters per tweet, it automatically created a link so

that anyone viewing Zoe's tweet can go directly to her Instagram post and read the full description.

## **Twitter**

To begin, your Connector will give you the Twitter login details.

Twitter is all about networking, retweets and hashtagging. Just like you will do on Instagram, make sure your hashtags are relevant to your post (or tweet as they say on Twitter).

Like Instagram and facebook, you can also 'tag' people/organisations in your posts. This means that they will receive a notification to say you've contacted them in your tweet. You simply use the @ symbol and type the person/organisation you're after. Look at the example below on how Zoe did this on her personal Twitter account:



This is a really useful tool for when you want to get noticed by someone or an organisation. You might consider tagging your local social care team, for example, who fund Wellbeing Teams.

## What to post

Your local team will have its own account / page on Facebook, Twitter and Instagram (for example, 'Wellbeing Teams Northwich').



You should be posting on this in-line with the information that is laid out in your team's comms plan. **Please make sure you are familiar with the comms plan before storytelling.**

We also have a national Wellbeing Teams page, but this is not the place you will be posting as a local team. We might still share some of the best stories on the national page, but the national page is aimed at a different audience to your local page.

It's important that what you post is of interest to the people following your page. To help you think about what might work, we've created a table that explains **who** we are talking to, **why** we are talking to them and **what** we might say.

**TIP: We've also created a '12 weeks of things to try' for storytellers to help people who are new to social media to get up-to-speed. You can find this on Loomio.**

Here are some typical features of a local page, but you should check your team comms plan for more information:

Who is the page for?	People living in the area of a Wellbeing Team People who have a Wellbeing Team Family of people with a Wellbeing Team The social care team of your local authority
What is the purpose of the page?	To build a positive local reputation – with the people we support, their families and friends, and with the local social care team who fund us To share volunteering opportunities To reinforce community spirit overall – we believe in vibrant communities, and support others who do too! To demonstrate the best practice work we're all doing, so the community sees our Wellbeing Workers as the shining stars they are To find new people locally who want a rewarding career, where their wellbeing matters too To find new people who might benefit from a Wellbeing Team

## Example posts

Now we've thought about who we're talking to and what we want to achieve, we can think about the different types of stories we can be telling to get our point across. This list doesn't cover absolutely everything – we encourage you to be creative, too! – but it is intended to act as a useful starting point when you're wondering what to share.

Here are some ideas and examples to get you thinking. **You should, of course, be posting about things that are outlined in your team comms plan.**

Type of post	Example(s)
<p><b>Stories of people we support – how we are changing lives</b></p>	<p>“Today we brought Enid a box of her favourite cakes. She said she hadn't been to her favourite bakery in so long because it was too hard to get to. It was wonderful to see her face light up!”</p> <p>“Today we visited Sunil, who told us all about growing up as a little boy in India. He told us how much he misses talking with his sister in Gujarat, so we've planned a video call next week. We're excited about meeting her, too!”</p> <p>“This morning Edith and I took a trip to the local swimming pool. She used to go every day, but got out of the routine after a fall. She told us that we've given her the confidence to get back to doing the things she loves, which makes it all worthwhile.”</p>
<p><b>Positive feedback from people we support / families</b></p>	<p>“The team tells me and my mum who will be visiting next and at what time, and we can log on to the app to see the notes from their visits. It's really reassuring.’ Sue, Linda's daughter, in Ashton.</p> <p>If you'd like to know more about how Wellbeing Teams support people in Ashton, visit <a href="http://www.wellbeingteams.org/XXXXXX">www.wellbeingteams.org/XXXXXX</a>”</p> <p>“Today Alan said, ‘Mandy, you always put a smile on my face.’</p> <p>If you'd like to know more about how Wellbeing Teams support people in Ashton, visit <a href="http://www.wellbeingteams.org/XXXXXX">www.wellbeingteams.org/XXXXXX</a>”</p>
<p><b>Profiles of local team</b></p>	<p>Gill has been a Wellbeing Worker for a year, after changing</p>

<b>members</b>	jobs from her previous role as a school cleaner. Find out more about Gill's story here: XXXXX
<b>Team member experiences of the job</b>	Our team member Sharon says: "Working for Wellbeing Teams has been life-changing. It's like I've finally found what I'd been looking for all these years." Find out more about careers with us at <a href="http://wellbeingteams.org/careers">wellbeingteams.org/careers</a>
<b>Job vacancies</b>	Would you like a rewarding job, where your wellbeing matters too? We're currently recruiting Wellbeing Workers in Leigh. Visit <a href="http://www.wellbeingteams.org/careers">www.wellbeingteams.org/careers</a> to learn more. We're excited to meet you!
<b>Volunteer stories</b>	<p>"Volunteering to spend time with Ahmed has been great! We go watch the footie every Saturday, and he's been able to connect with old friends again – as well as meeting mine." Josh, Trafford</p> <p>If you could spare a couple of hours a month to change local lives, visit <a href="http://www.community-circles.co.uk">www.community-circles.co.uk</a> to find out more.</p>
<b>Volunteer opportunities</b>	Bill from Ashton, Wigan, is wanting to visit his local church on a Sunday afternoon but would like someone to go with him for the first couple of times to build his confidence. Can you or anyone else you know help? Please send us a private message. (Zoe)
<b>Local things happening in the community</b>	This weekend it's the Wigan In Bloom garden festival! It's wonderful to see people taking pride in our town. We'll be visiting some of the beautiful gardens with some of the people we support. Will you be going along?
<b>'Shout outs' to local community businesses and services</b>	It's brill to see that Wigan Swimming Baths have now become Dementia Friends too! Having a community that is inclusive for people living with dementia is really important, and it gives us places to go with people where we know we'll be treated warmly. Thank you Wigan Swimming Baths!
<b>Profiles of 'local heroes'</b>	Once a week Joe and I have a walk around town, and then our local taxi driver Gerald takes us home. Joe and I can be slow coaches but Gerald is always so patient; and he helps us to load our bags too. #localheroes
<b>The 10 promises we make to team members</b>	<p>&lt;&lt;NOTE - these are on <a href="http://wellbeingteams.org">wellbeingteams.org</a>&gt;&gt;</p> <p>10 Promises We Make to Our Team - Number 4: "You will feel like you belong and be connected to your team."</p>



If you want to know more about a life-changing career with Wellbeing Teams, visit [wellbeingteams.org/careers](https://wellbeingteams.org/careers) today!

## Things to avoid

There are some common mistakes that are easy to make in social media, but they're easy to avoid if we keep things simple!

Some key important things to avoid are:

- Social care language - we should use plain English, not talk about things like 'outcomes-focused support', 'personalisation', 'asset-based approaches' and so on.
- Too much detail about how we work, without explaining why that's great. For example, we wouldn't just say 'At Wellbeing Teams we are self-organising'. Instead, we'd need to expand to say why that's great for people we support.
- Talk about money – we put the people we support at the heart of our stories, not finances.

### **If you're not sure whether something is suitable, think:**

"Will this be of interest to the people we support, their families, and the community as a whole?"

An example of something that isn't suitable would be:

"Wellbeing Teams will be delivering outcome focussed support to people needing homecare services across Ashton."

This isn't suitable because the language is not natural or understandable for our key audiences. 'Outcomes focused support' is a social care term that doesn't mean anything to the average person in your community.

How could we make it right? By using more natural language.

For example, "At Wellbeing Teams, we help people to think about what they'd like to change in their life and what really matters to them. Then, together, we design their care

and support so we can achieve those outcomes. It's very different to just coming in to drop off a meal – and that's what makes our service so life-changing!"

Here's another example:

"At our weekly team meeting we process tensions (from Holocracy and means an issue or problem to solve or an idea to move towards) - this is a different and collaborative way of developing an agenda."

This isn't suitable because it uses jargon that the average person wouldn't understand – for example, you may not have heard of Holocracy before joining Wellbeing Teams. Also, we're not really clear as to why this would be a benefit.

Instead, we might try to say something like, "Every week our team gets together, and we have our own 'Wellbeing Teams way' of bringing up things we need to discuss. Everybody gets the chance to contribute, and as a team we work out the best way forward. This means that when we need to think about supporting people in a different way, we can think it through as a team and make change happen fast. It's ideal for keeping people at the centre of their care, and brings the team together, too."

## Helping people to take action

It's great to share stories – but we'd love it even more if people do something after reading them!

For example, we might want people to:

- Apply for a job with us
- Ask us about supporting a family member
- Sign up as a Community Circles volunteer

Not every single post will have a clear request at the end – for example, sometimes, you might just want to thank a local business for being great. But when you're writing a post with an aim in mind, remember to ask, ask, ask people to take action. This is known as creating a **call to action**. Some examples might be:

- Visit [wellbeingteams.org/careers](https://wellbeingteams.org/careers) now to find out more about working for us!
- Call Zoe on XXXXX XXXXXX to find out more about how we support people to live well in Ashton.

- Visit [community-circles.co.uk](https://community-circles.co.uk) to learn more about volunteering opportunities in Wigan.

## Resources you can use

We have a range of resources you can use to create great social media posts, such as:

- Pages on our website you can link to or copy text from
- Photos you can include in your posts
- Graphics to create branded quotes

Photos and graphics are available in the links you'll find on Loomio. Please ask your Community Circles Connector if you need help accessing them, or email [adam@wellbeingteams.org](mailto:adam@wellbeingteams.org).