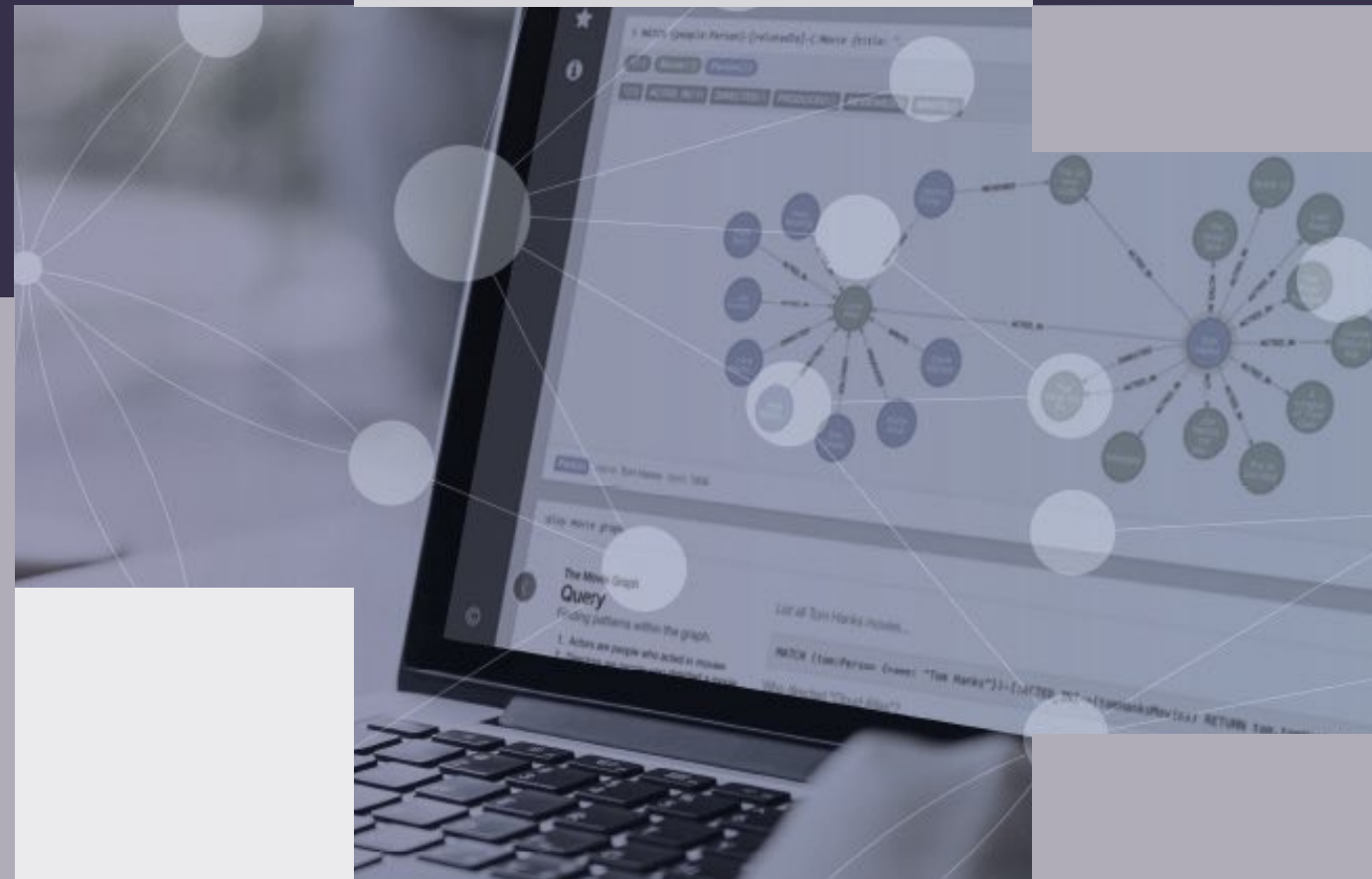# Storykit

Micro Storytelling Formats

The beauty of the short format

Sometimes, just sometimes (actually, most of the time), a short story video is just as effective as a long one. So we decided to create a bunch of "Micro Storytelling" templates to help you get your stories out quicker.
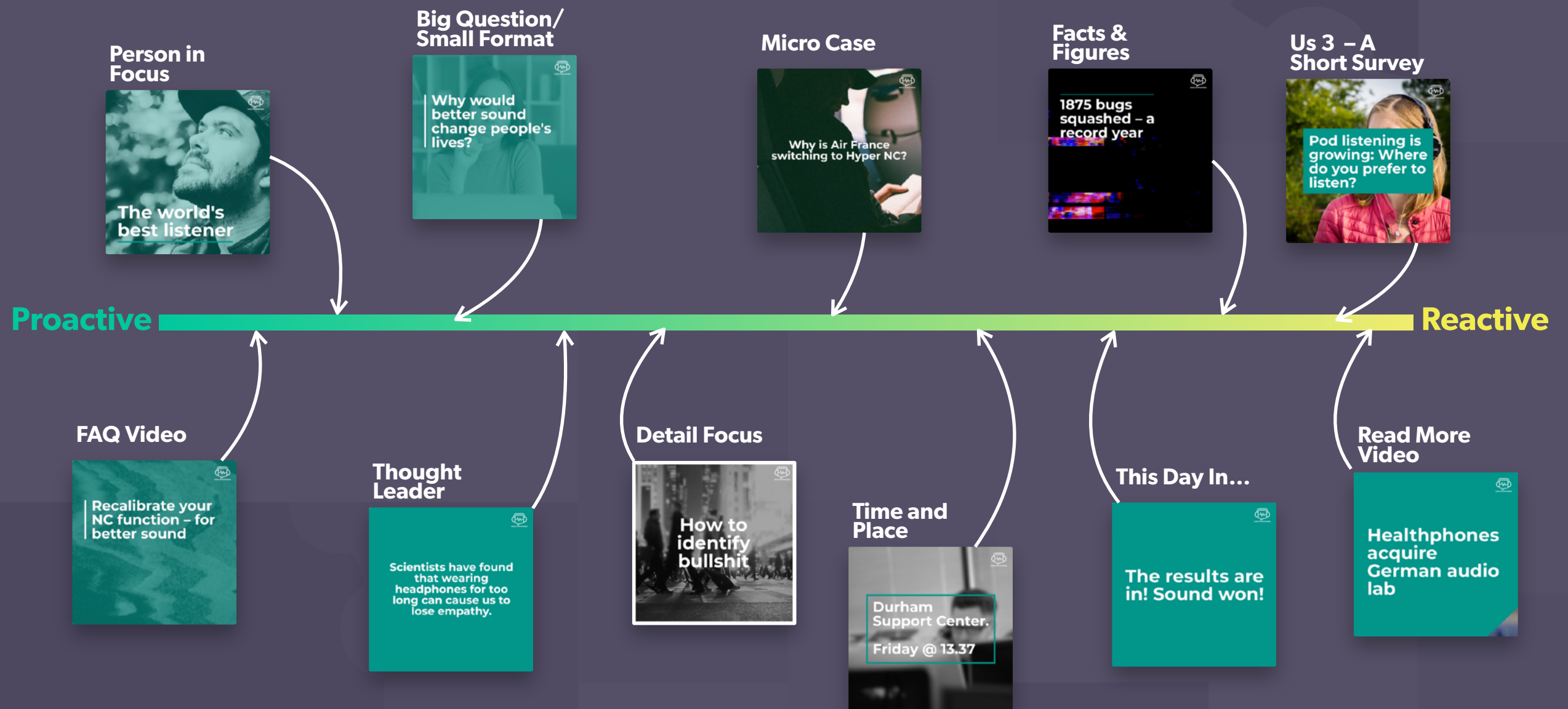
We want these to function in three ways:

1. **As a kickstart for your ideation process: You'll quickly build a list of story ideas.**

2. **As a super-fast way to produce content. With the fixed and the dynamic templates.**

3. **As highly effective communication for your organization, these will be good stories.**

So you can use these format descriptions first as a vehicle for building an idea-list. Then refine them into scripts. And then use the fixed templates or the dynamic template tool and have the Coen AI help you out with a lot of the creative choices.

Reactive or proactive

A further model you can use is to view these formats as being more or less proactive or reactive. This can help you with building your content calendar. Which of these formats are you able to plan – and which ones are in your "quick response" toolbox?

Person in Focus
The world's best listener

Big Question/ Small Format
Why would better sound change people's lives?

Micro Case
Why is Air France switching to Hyper NC?

Facts & Figures
1875 bugs squashed – a record year

Us 3 – A Short Survey
Pod listening is growing: Where do you prefer to listen?

Proactive ———————————————————————— **Reactive**

FAQ Video
Recalibrate your NC function – for better sound

Thought Leader
Scientists have found that wearing headphones for too long can cause us to lose empathy.

Detail Focus
How to identify bullshit

Time and Place
Durham Support Center. Friday @ 13.37

This Day In…
The results are in! Sound won!

Read More Video
Healthphones acquire German audio lab

Storykit

1. Person in focus

The idea is to focus on the person first, with the organizational connection as a secondary point.

You start with a headline and short introduction to set the stage for why this person – and the short story they have – is relevant for your organization.

The goal is to project some personal experience or quality onto the organization.

Person in focus

Copy id: 6034d048e23b0b0004068872

Story Basics

The idea of the "Person in Focus" format is to elevate a person that fulfills a few things – maybe not all of these, but a couple of them. This person should:

1. be able to tell a relevant story about the business that your organization is conducting

2. be a person that the viewer can identify with and feel empathy and respect for

3. be an excellent ambassador for your brand, your mission, or your vision

4. be a generally exciting person whose individual qualities reflects positively on the organization

Such a person will – in quote form – answer an implicit or explicit question.
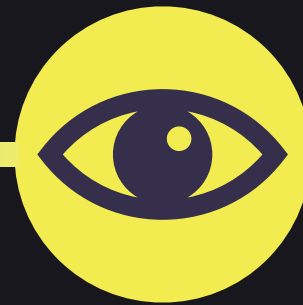
Where to find it?

Finding these types of stories is something you can do "in bulk," creating a list to work from, either in individual exercise or in a group setting. It boils down to keeping a list of people you want to see as ambassadors for your organization and then working off that list.

These people exist on all levels of your organization, not just the c-level, so look for them everywhere – and make it very clear that you want to light up all the corners of the matrix.

Make sure you are focused on representation and instead filter out people who are too stereotypical.

Then it's just a matter of prioritization and moving into production – and that will yield you content to go around for quite some time.

How to produce it!

There are two distinct ways to address this task – with dramatically different implications on cost and scope. But it is a case of horses for courses; different methods suit different people.

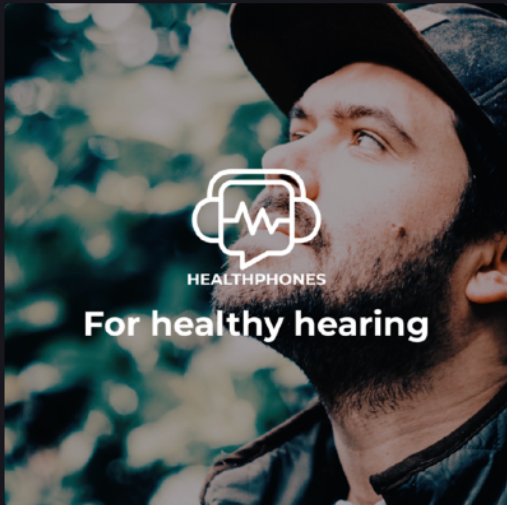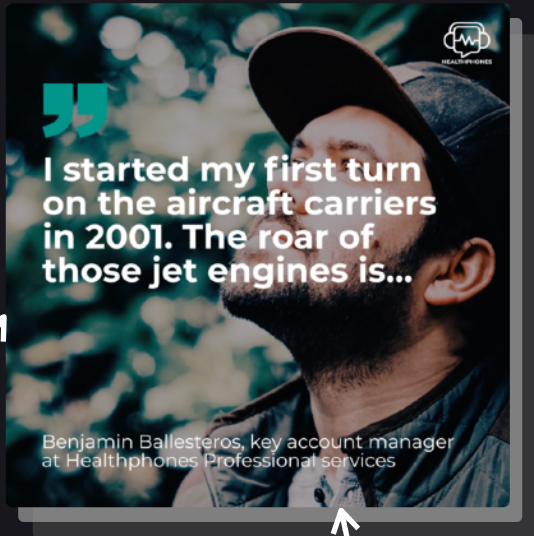In short, though, you can either:

- Do these interviews purely digital on mail, Teams, Slack, or whatever technology you use. In this case, you will use pre-determined questions and also ask the interviewee to provide you with images or videos. You could even go so far as to have simple forms, such as Google Sheets, for this. If you have good enough communication beforehand, this will yield perfectly good results.

- Or, you can let someone from your communications department do these interviews in person – where you both write the story in full and make sure that you get images or videos. The downside to this is the time and effort it takes, but the upside is consistent quality and perhaps also a positive effect from actually taking the time to do the work.

Regardless of the method – this is a perfectly suited format for production in advance so that you have a number of these lined up and ready to go.

Storykit

Person in focus

Copy id: 6034d048e23b0b0004068872

When it comes to understanding a proper sound environment – you need someone who has heard it all.

The world's best listener

I started my first turn on the aircraft carriers in 2001. The roar of those jet engines is...

Benjamin Ballesteros, key account manager at Healthphones Professional services

HEALTHPHONES
For healthy hearing

The "person who…"
An excellent way to write the headline is to use phrases like "the woman/man who…" or use references to popular culture, which could be "Wonder Woman" or "Iron Man." These headlines create this "hero" imagery we want – and they function well for moving the viewer into the place we need them to be.

Personal Quote
This quote should – because you have primed the question like that – connect that personal experience or trait to what this person is doing today. The emphasis should be on the person – but we would need them to tie it back together in the form of "…, and that helps when [doing my profession]".

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Bridge Introduction
Place the connection between the person and organization by telling how their traits are relevant. It could be in the form of "When [doing this that is part of their job] it pays off to [have this experience/trait]." That will be the segue into their quote.

Personal Details
Be sure to make the most out of this attribution. Mention where they work and what they do in as much detail as possible.

Storykit

2. Time and Place

This format is about describing a specific situation at a specific time from somewhere in the organization.

It will give a short insight into things, create understanding for what goes on, and build identification and brand.

Very much a "frozen moment" as a treat for the viewer.

Time and Place

Copy id: 6034d1e4e23b0b000406b239

Story Basics

Use this format to get – and give – insight into different parts of your operation. It can be a snapshot with a bit of detail - but it might as well be a more structured story around something that is very typical for you and represents what you stand for in the right way.

Here, the thought model should feel like a very "naked" look into a situation to create understanding and empathy. So it may revolve around fascinating facts about the operation – or a very typical meeting. It's very much a way to humanize the organization – for both internal and external stakeholders.

You want this format to read almost like a mood board for explaining what your organization stands for. And it can serve as a great way to show diversity – in a competent organization doing the right things with the help of the right people.
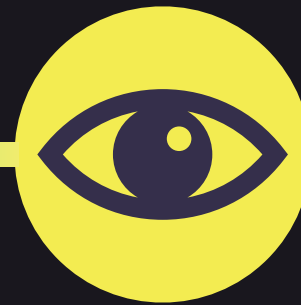
Where to find it?

This is a planned format – in the same way as the "Person in Focus" is. You can pretty easily craft an extensive list of places and events you want to cover in this way. And it's not a bad idea to see if you can co-opt this with the production for the "Person in Focus" interviews and create almost companion pieces with these formats.

You want to have the same sharp focus on representation and the optics of diversity here. And it would be best if you dared to go very down-to-earth in both selection and production, display the operations as they are. This format is very much about finding the width of what you are and what you stand for.

And even if this format can look and feel somewhat "pedestrian" on paper, the sheer scope of it and what you can do with it creatively will make it into real quality content.
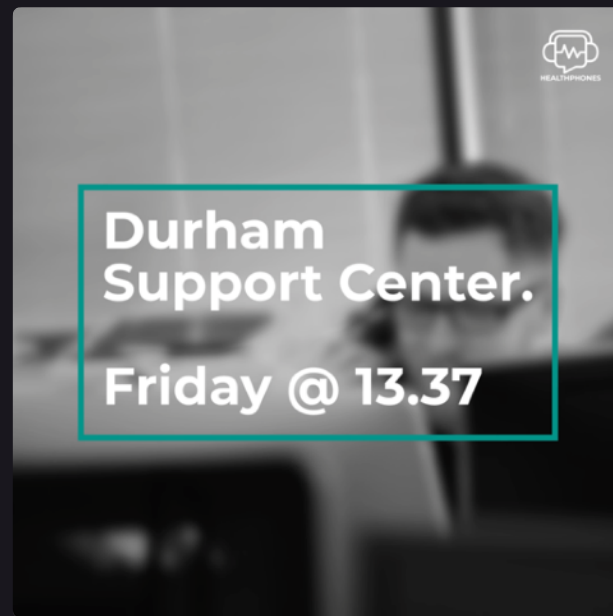
How to produce it!

It would help if you were somewhat of a storyteller to make this as good as it should be, so you can probably not rely in full on these being stories that are sent in from the organization. You may have to follow up on the phone or at the location.

But what you would like to see – and what would be a great way to get ideas and engagement – is to ask for the images and/or videos of what's happening. If you have good enough instructions, lots of people can snap a few good frames. Give them a few examples of how they can make it look.

Storykit

Time and Place

Copy id: 6034d1e4e23b0b000406b239

Durham Support Center.

Friday @ 13.37

"This is Clark Halbermann, in a call with a major solutions client in France. Clark, an operations specialist, is helping the client with a...

HEALTHPHONES

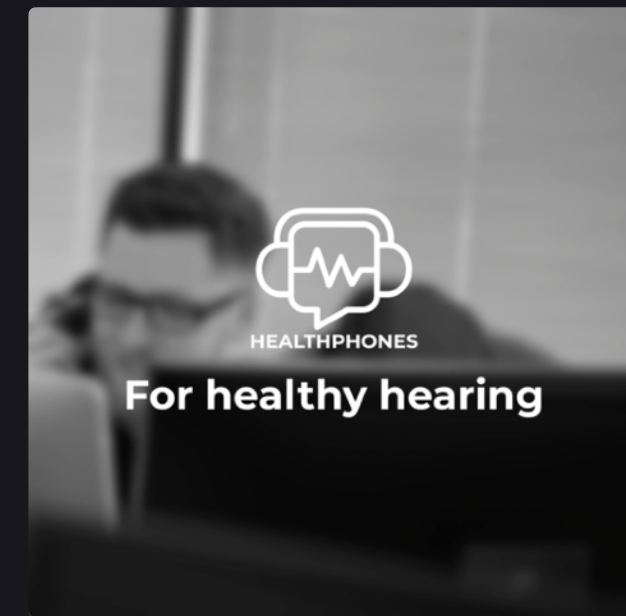**For healthy hearing**

Dateline
Use the information about time and place. So you would write it very much like "This Place, the date and the time." Ensure that place, date, and time are all you have here – it's part of what makes it interesting.

The story of the situation
Write the story on the situation we see in the image/video. Ensure that you start with the where and who of the actual imagery. Then proceed with telling the story in a couple of sentences. Ensure this reflects the usefulness of the work/activity going that serves as a reminder of how good you are at this. You can "dramatize" the story quite a bit; it should be compelling.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

3. This day in...

This format hinges on attaching current events or date-based events to something the organization stands for.

You highlight the event that triggered this story – connect it to your subject matter. This can be lighthearted and entertaining – "talking about the weather" – or serious commentary on a breaking story.

And the whole gamut in-between.

This day in...

`Copy id:` `6034d2dd1bb2c60004e551c1`

Story Basics

The idea with this format is to have an easy way to connect communication needs to what happens. In a way, it serves as an "it's OK to do this" format, giving you some creative freedom but with a straightforward and efficient way to bring it back "home."

This format is all over the map, from "super-planned" to "spur of the moment" because you can tie it into regular calendar events that you have known about for years, but it could as well be a reaction to something that happened 15 minutes ago.

The over-arching concept here is to take something that happens "outside" and make a casual or correlated connection to something you want to talk about.

In its simplest form, this builds on the question "So, what's happening today?" and the answer "This, and that's interesting since it reminds me of…".
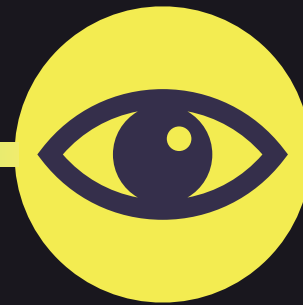
Where to find it?

Quite simply – anywhere and everywhere. Keep your eyes on the news, on different event calendars, or anything. Just as long as you do it with the perspective of "can this relate to us in any way?".

It definitely CAN be as basic as today's weather or the upcoming holidays. But it might as well be news about a political play that changes something for you or your clients.

How to produce it!

When you have found the trigger for your story – make a relevant and serious connection to a subject you can address with trustworthiness.

The connection can be fun, even a bit spurious – but it should never be ridiculous or spiteful, or even ironic. In this format, a lot of the "secret sauce" is how good and creative you are in making this connection, going from serious to light – and from seemingly unrelated to relevant.

Here's some advice: Be sure that you have formulated this connection and tried it on someone to make sure it doesn't come across as forced. And when you're in the clear – then it's pretty straightforward.

Storykit

This day in...

Copy id: 6034d2dd1bb2c60004e551c1

The results are in! Sound won!

So, it happened – "voice" is now the biggest thing online. More popular than text and images!

A recent report from hosting giant Cloudazon shows that voice now consumes more...

A huge driver for this trend is, according to the report, the innovation around NC headphones.

Read up on our offer around NC and see the lineup on our homepage.

HEALTHPHONES
For healthy hearing

Enticing Headline
Address the trigger event directly in the headline. So the headline should be about the event exclusively. If you can be a bit entertaining or dramatic here, it makes it better; you do not need to be too matter-of-factly. Play with it a bit.

Event Details
Spend a bit more time fleshing out the details of this event. If it's news, define the sources and more facts. If it's a historical event, tell more about it, and if it's some ambient situation – give a bit more detail on why it matters.

Extended call-to-action
With the pivot in place – you should inform the viewer that you have something specific to say. It can be facts to read, a product to look at, a number to call, or just a reminder that you are relevant in this context.

Event Introduction
Get the "topline" story in there – consider this to be very much connected to the headline and should serve as a light introduction to what happened. Keep this short and sweet; we'll dig a bit deeper into the event directly after this.

Pivot and Hook
So, now the event is firmly planted – it's time to tell the viewer why you have a relevant thing to say. So pick up something from the event and couple it to your organization. This can be anything from products that drive a trend, a historical event that is still shaping your business, or why you have a remedy for bad weather!

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

4. Detail Focus

This is where you let the smallest detail turn into a big story.

There is an almost unlimited number of things in your products, services, and just the minutiae of everyday business that will form the basis of a fascinating story.

Start with the detail and traverse to "why is this important for the viewer" and "this is what it says about us to care about stuff like this."

A format like this is also a good reminder that it's rarely a good idea to try and say everything every time.

Detail Focus

Copy id: 6034d41de23b0b000406e236

Story Basics

You want to turn specific characteristics of products, services, or parts of the operation into the base for a much larger story. When you create this "did you know this" story, you're (hopefully) not only creating a short nugget of a story – but also a glimpse into that bigger story that is your brand or your offering.

And not only will most of these stories be fascinating – because there ARE great details everywhere – they are also a great way to include different parts of your organization. It comes with the territory – because as a communicator, you need to have the expertise of people in the organization to find these stories.

This format gives you excellent opportunities to address specific target groups – not least in how you present the subject and who you say it matters. So you can be detailed in both the subject matter and in the target group definition.
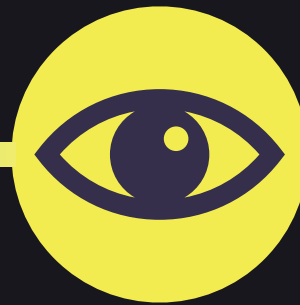
Where to find it?

Creating a list of these story ideas can be very much a desk assignment where you sift through existing communication for these details to build on. That's going to be an efficient list-building activity.

But this is also an excellent opportunity to activate your colleagues and challenge them to give you their best stories on the finest details and angles – precisely the ones that would be a good "did you know this"-story. Often these are precisely the stories they already tell others about their work.

You could even make a bit of a push around it – and very publicly ask everyone to share their stories about the "finest details."
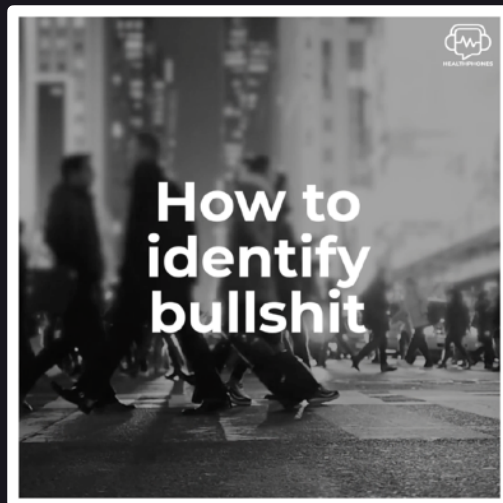
How to produce it!

When you have your detail, you just have to follow the story format; it will get you on the "up-elevator" and land you in the broader perspective of what problem this detail helps solve.

Storykit

Detail Focus

Copy id: 6034d41de23b0b000406e236

How to identify bullshit

Separating meaningful speech from chatter is really important when developing noise cancelling tech.

And the devil is truly in the details. When our researchers found that "chatter" has slightly different frequency pattern than...

HEALTHPHONES

For healthy hearing

Headline
Compose an attractive headline that makes the viewer stop and take notice. You can give yourself some poetic license when it comes to phrasing headlines. Make it good – rather than err on the too cautious side.
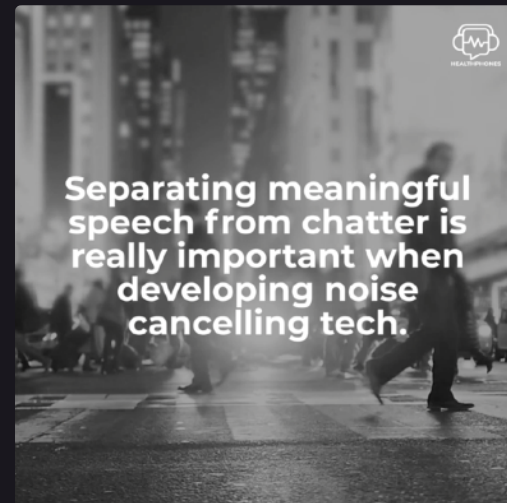
The challenge
Communicate the main challenge or the central promise that this detail is part of the solution or fulfillment. So if you are doing a video on a wingtip's curvature on an airplane – the main challenge is to decrease environmental impact. And also, try and establish why it's hard/essential to get it right.

Details about the Detail
Get into the exact details – perhaps first being a bit more granular on the challenge/ promise part and then giving some fascinating fact about that small cog in that huge machinery that helps create whatever it is that you do. It's all about dipping deep into the details and then come back up and tell the story on how that detail helps you get to the solution.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

5. Thought Leader

This format allows you to showcase "the best and the brightest" from your organization – talking about just that: The organization.

View this to have a personal touch on the official standpoint and talking points. And use this as a way to show diversity and width within the organization, don't just use C-level executives but lift experts, spokespeople, and evangelists from all levels.

Let them address a current event or trend by communicating what you stand for.

Thought Leader

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Story Basics

This format lives in the combination between an event and a person. Don't forget that the relevant task for a video like this is to address an issue – but in doing so, you also get an excellent opportunity to elevate people. In this format, the person who is making a statement is an official representative from the organization's standpoint.

So you need to establish the issue first – and in a very efficient manner. Because there needs to be something to react to, most of the runtime can be the representative "talking."

"Newness" can be essential here – this is more of a reactive format than a planned one, and a lot of times, this can tend to be in a commentary to something that at first seems to be harmful for the organization. The point here being that this is not a format you should plan to use just to focus on specific individuals – there are better formats for that.
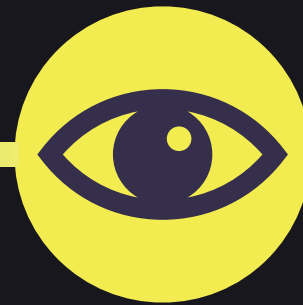
Where to find it?

This is probably an offshoot to a well-established process in the communications department: Addressing current issues. Look at this as more of a "format play" than a fresh idea for content. These templates are a way to make the production pain-free and quick.

And – again – do not invent issues to address; there will be enough of them anyway.

How to produce it!

A story of this type is very straightforward. What you need to give some extra focus on is to create that short introduction – the premise of the story – in such a way that it's instantly addressable.

One way of doing that can be to use simple rhetorical bridges like "what does this mean for me" or "is this really correct" or any other phrasing that moves quickly from the issue to the statement on the issue. This way, the statement will look a lot more like an answer than a talking point, which can significantly impact how the viewer receives the message.

So it makes sense to be quite particular with the dramaturgy here.

Storykit

Thought Leader

▶ Play example

Copy id: 6034d4e7e23b0b000406eecd

Scientists have found that wearing headphones for too long can cause us to lose empathy.

Is this true? And if so, what should we do about it?

" What the report is saying, and that seems very valid, is that isolating yourself from human interactions too much will lead you to lose your intra-human communication skills. This is something to be aware of. You should never wear headphones in any situation where it's not socially acceptable. This just reinforces that.

Priya Smith, CEO, and founder of Healthphones

HEALTHPHONES

For healthy hearing

The Straight Premise
State the "event,"; be it a news item, a trend, a misconception, or anything. This is THE thing we want to address – so it pays to be very forthcoming and communicate it in a way that pains you a bit. You are meeting this issue – so you'll get to address it very shortly. But be very honest about what it is.

Clarifying Question
A rhetorical turn in the script to go from that statement and transform it into a question. Prime the forthcoming quote by framing it into a question that we can answer: In the vein of "how are we meeting this" or "what are we doing about it" or even "is there truth to this matter"?

Addressing Answer
The answer should jump right at that question – try to phrase this as a real answer to the question you framed. The critical part of the answer is communicating what you are doing about it or your stance. You want to both look "aware of it" and "addressing it." And this is why a person closer to the actual matter can be more relevant than a regular spokesperson for the organization.

Spokesperson
Give the relevant details about who this person is and their position and relevance.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

6. Big Question/Small Format

This is you addressing the big questions about your organization: Your mission, vision, goals, and brand values.

But you'll do it piece by piece by being your own best critic.

Visit and re-visit what you actually say about yourself, how you talk about your brand – and then pose some critical questions about that.

Go "what do you mean by this" and "can this achieve that, how does that work" and so on; the kind of questions someone skeptical towards you would ask.

Big Question/Small Format

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Story Basics

Per definition, this format can come across as a bit vague – since it revolves around big issues. But breaking it down with those "faux-critical" questions is a great way to talk about what these values mean.

And while this will address those more strategic issues – if you can find a relevant connection to something more tangible; statistics, events, or news – it will be a more straightforward story to "sell."

The main challenge here will be to be brave enough to break these well-crafted strategic messages into pieces and address them almost at face value. But doing that can create a lot of positive effects.
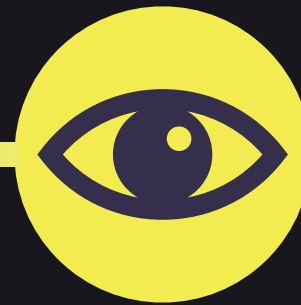
Where to find it?

If there ever was a "communicator's task," it's this one because this is all about that critical view of how the organization describes itself, breaking it down and making it accessible.

And the great part of this is that there will be excellent answers to these critical questions for almost every organization – since most organizations aren't empty shells.

So what you are looking for is that kind of "boring" – but highly relevant – answers that map out what your organization stands for in much more in-depth detail.

In a sense, this can look a lot like the "Detail Focus" format – but it starts from the absolute other ends of the gamut by addressing the big issues and breaking them down.

So, immerse yourself in brand communication and start being asking those questions. It will pretty soon become an extensive list.

How to produce it!

Create the questions – get the answers (a lot of times, you can answer this yourself), and then you can circle back to the big issue when writing the script. So you can end up with a rhetorically smart script that starts more or less with "so, we talk a lot about this – what does that actually mean?" giving you that question that makes this format useful.

And the question format creates a lot of elegant dramaturgical hooks for you to work with.

Storykit

Big Question/Small Format

`Copy id:` `6034d590e23b0b000407026f`

Why would better sound change people's lives?

When we talk about life, it's all facets of it. Not only the...

We firmly believe that you will feel better when you listen...

So when we develop new headphones, a large portion of the R&D budget goes into clinical trials...

For healthy hearing

Leading Question
Word the question in a more or less "obnoxious" way; you should almost hear the tone's snark. The "skeptical" – implied – tone will make the rest of the script gel better. In short – ask the hard question. If not you – rest assured that someone else is doing it, and they may not get the answer.

Big Answer pt 1
Break down the actual meaning of the question. So in this part, you look at the "result" – the "what" of the initial question – and clarify it. You need to ground and perhaps clarify something you have yourself communicated. And that's good, that will look humble and like you are taking this seriously.

Big Answer pt 2
So with the clarification out of the way – the second part of the answer is bridging over to what you are offering your customers or stakeholders. This is repeating what you said in your big statements in many cases. But this time, it's reflected in the clarification you just did, so even if you are saying the same thing – the viewer understands it differently.

Mission to Business Connection
So, now the event is firmly planted – it's time to tell the viewer why you have a relevant thing to say. So pick up something from the event and couple it to your organization. This can be anything from products that drive a trend, a historical event that is still shaping your business, or why you have a remedy for bad weather!

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

7. Facts & Figures

Use this format to isolate a short fact, a KPI, or any other number or distinct piece of information.

It can be a milestone or something from a report. The things to look for are numbers and facts that you can use to tell a story about your organization's excellence, brand values, or anything that you are proud of and significant for the viewer.

Put that number in context.

Facts & Figures

`Copy id:` `6034d6d61bb2c60004e5a69f`

Story Basics

In short – this format revolves around the fact that facts and numbers tell a story. They may not tell the whole story – but essential parts of it. And they have that almost magical quality of being very trustworthy, because…you know: facts.

But you also need to anchor these tidbits of information in why they are relevant for both you and the viewers. And that takes a bit of storytelling skill, contextualizing the barebones facts or figures.

This format builds upon an easily communicated figure or fact – that's the framing of it – but you need to tell "the how" and "the why" for the format to work.
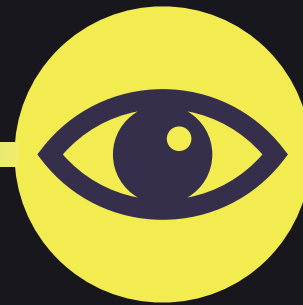
Where to find it?

You can find these types of facts and figures almost everywhere – modern organizations churn out numbers and information all the time. Your challenge will be to separate the milestones from the duds – but in essence, this will involve a lot of sifting through reports.

An upside here is that this will become a format you can plan out to a great extent. You can pre-produce many of these and then portion them out over time in building your content calendar.

And if you are courageous, look for non-published KPIs and numbers because they can tell some really important stories.
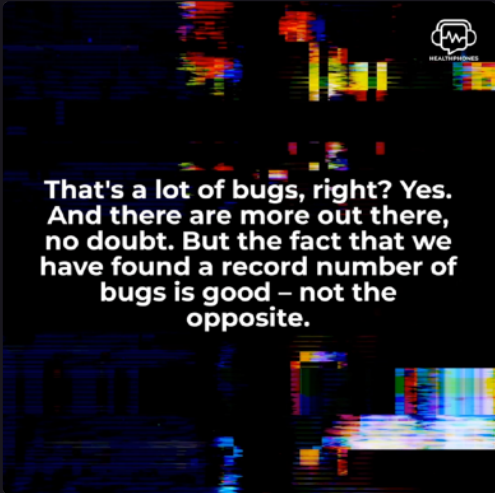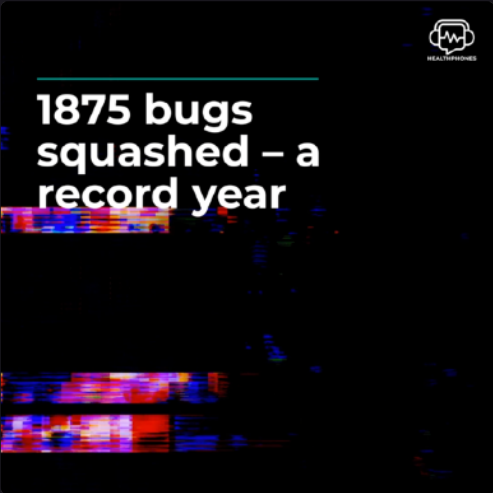
How to produce it!

This is an elementary format to craft: You communicate the figure or the fact and then get straight into explaining how and why it matters. No more, no less.

Storykit

Facts & Figures

`Copy id:` `6034d6d61bb2c60004e5a69f`

1875 bugs squashed – a record year

That's a lot of bugs, right? Yes. And there are more out there, no doubt. But the fact that we have found a record number of bugs is good – not the opposite.

Finding bugs is often a signal that people are using our product. And squashing them means we have our code in order.

In a perfect world – there would be no bugs. But in place...

HEALTHPHONES

For healthy hearing

Fact Headline
The fact or number should be the headline here. You can go so far as to only have a number there, like a "187%," and then rely on people interested in what that means. But sometimes you need to explain a bit more.

What the fact pt 1?
You need to explain what that fact or number is. Sometimes it's explaining a raw number – in the form of "Yeah, that was the annual increase of applications…" and other times, you need to contextualize a bit more in the shape of "…but is that a large or small number and what does it reflect…"

What the fact pt 2
This is more or less an optional second part of the explanation. It would help if you stretched the explanation and contextualization a bit more for some facts and figures. But if you are done – then don't use this part.

Wrap up and move forward
Use this part to wrap up what you "feel" about this fact or figure. You probably want to say that you are happy but not satisfied, or talk about how you plan to address this further or something else that communicates that you are still improving.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

8. Micro Case

This format is a large case story sampler, where you have focused on one single question and answer.

It may well derive from a much broader story – but it's a perfect short format when you do it in this single issue form.

This allows you to go straight to the heart of the subject with the question in the title.

Micro Case

`Copy id:` `6034d7ab1bb2c60004e5bb38`

Story Basics

Case stories are excellent vehicles for communicating everything from brand values to product excellence – and breaking them down into smaller pieces can make them extremely easy to digest.

Most case stories revolve around these themes:

- The customer need: Why do they need that thing we provide.

- The customer result: What does it mean when that need is satisfied.

- The customer selection process: Why did they conclude that they wanted to work with you.

- The customer relation: How do they experience working with you.

Each of these "themes" can be broken out into these micro case stories, focusing on one detail at a time.

When structuring larger case stories this way – you can also combine statements from different customers on each theme into other stories. So you can gain a lot from being very modular here.
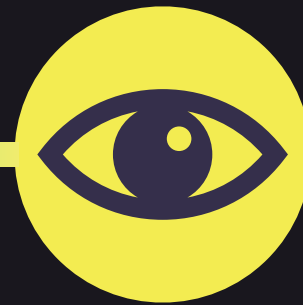
Where to find it?

This is an excellent opportunity to activate your colleagues – and get them to recommend the best cases and help out with the introduction.

This format often has a great shelf life – and you can probably produce the stories quite far in advance if you need.

Make the extra effort to find some good representation and diversity among both the customers and who the internal stakeholders are.

How to produce it!

When you use these types of formats, you focus a lot on the questions and answers – not on traditional "on-site reporting," which means that you could actually create these completely digital.

It's interesting to think about case creation on an almost industrial scale – where you do everything in an almost forms-based workflow. But even if you don't take it all the way to that, there is a lot to be gained by keeping the questions strict – since it would allow you to combine multiple clients' answers to the same question in composite stories.

Storykit

Micro Case

Copy id: `6034d7ab1bb2c60004e5bb38`

Why is Air France switching to Hyper NC?

> The inflight experience has taken over as the main driver for traveler satisfaction. Everyone expects the flight to be a great part of the journey, not just transportation. So sound and vision quality for the IFE systems have been a major issue. We have seen a significant uptick in satisfaction since switching to Hyper NC headphones.
>
> Jean-Marc De La Cour, customer success manager, Air France

HEALTHPHONES
For healthy hearing

The Client Hook Question
Pose the question in the first slide. We are not using Intro slides since this could be derived from a more extensive case story with different parts. So it's more of a construction detail in this format. Ensure that this is a "real" question that the client can answer directly.

Client Answer
The answer must contain why there is a need for the product/service, what that product/service is, and any tangible positives for using it. It's relatively straightforward but needs proper care to encompass all this.

The Client
Present the person with a name, title, and company. If the company is not generally known, you can add a brief fact about the company here.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

9. Us 3 – Short Survey

This is a very straightforward short "survey" on a particular question – that gives you a chance to get some more people "on board."

So regardless if you do this with internal or external people – viewers like to see other people.

And it's a great way to create identification and show diversity.

Us 3 – Short Survey

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Story Basics

Doing these short survey "person on the street" formats is an excellent way to collect a few voices, showing diversity and inclusion and creating traditionally popular content.

It can also serve as a great way to make the people who are being asked a bit special, which you can use internally and externally.

The survey question can be almost anything – although it should at least be loosely connected to what your organization does. But it's in the answers the value lies; it's just something we tend to like: Hearing other people's takes on something.

Mixing internal and external respondents can be an excellent way to show that the organization values the staff as much as the customers.
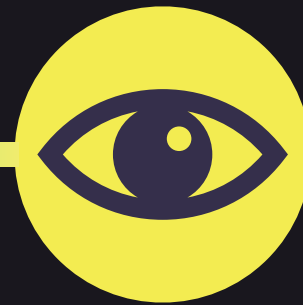
Where to find it?

These ideas are everywhere – in general news or sector-specific news. Or in the general zeitgeist issues or cultural trends. Or the seasons.

The most efficient way to work with this is, of course, to plan well ahead since it's a format that you can plan out. So get a list going, and then start reaching out to people to answer.

How to produce it!

This format lends itself perfectly to a pure digital collection. It's the short answer to a very clear question. And the more precise the question, the better the answer will work, and the less you have to edit.

Since the question is both the script's premise and a part of the script itself, it makes this format really easy to work with.

Ask the respondents to provide an image or a selfie video – and that's all you need.

Storykit

Us 3 – Short Survey

`Copy id:` `6034d82de23b0b0004074e9b`

Pod listening is growing: Where do you prefer to listen?

I listen all the time, but my favorite is listening while cooking. That's the perfect combo.
Jenny Smith, QA manager, Healthphones Durham

I only listen when I'm out walking. I should really expand on it.
Craig Ferringham, Healthphones Solutions Assistant, Brighton.

In bed. I have these almost ASMR pods I love to wind down with. It anchors me.
Juha Kyrio, Talent Acquisition Manager, Healthphones Tampere

HEALTHPHONES
For healthy hearing

Survey Question
Do a composite question like: "This has happened: Our question on the topic." Word this question carefully beforehand to make sure it fits the template.

Survey Answer
The answer from the person. Make sure to keep it short, this is a rapid format, and we do not want to dwell.

The Person
Name and information on the person. Make sure you get relevant details there; we want to create identification if we can.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

10. FAQ Video

A format for remaking your FAQs to "how-to"-videos.

They will be relevant since they hinge on the fact that they are the most common questions. For a lot of these, you can create very efficient videos – that also can be used on support pages.

But a lot of these are great content to distribute more widely since they often show positive things about the product or services.

FAQ Video

Copy id: 6034d8d21bb2c60004e5d0eb

Story Basics

Crafting your FAQs into pro-active how-to stories can serve a couple of different purposes. They can find the right people out there that haven't yet run into the issue it's covering – and that may be some customer support in advance, a way to lower support pressure.

But more importantly – these videos can display functionality or knowledge that some customers didn't even know to ask for, and then these "support" issues become a great marketing vehicle. Not least, since they hinge on the most commonly asked questions, so their relevance is high.
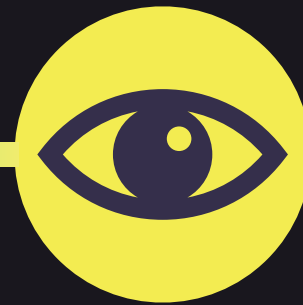
Where to find it?

Creating a list of stories to do is more or less "just" about visiting your FAQ section online and start going through it. The more complex issues probably must be left off this list, though.

Then you literally flip the script – go from question to statement and try and frame it as a "how-to" issue.
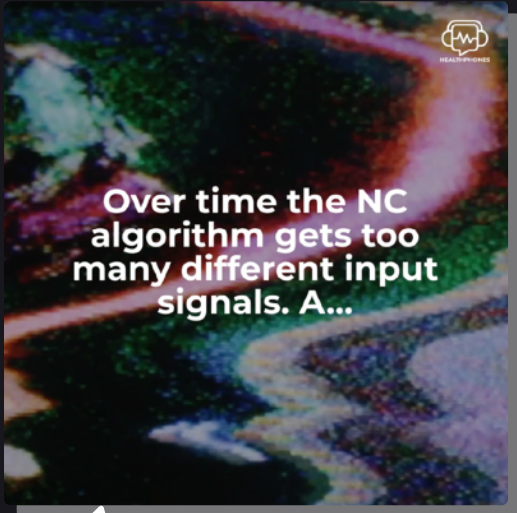
How to produce it!

The most crucial part of crafting a story like this is to fulfill the promise you make in the title. If you say that this is a "how-to," – then it should be.

So, keep an eye on the fact that you have to deliver a finished guide in the short timeframe this format has.

Storykit

FAQ Video

`Copy id:` `6034d8d21bb2c60004e5d0eb`

Recalibrate your NC function – for better sound

Over time the NC algorithm gets too many different input signals. A...

The power button on your headphones has multiple functions. One of them is recalibration.

HEALTHPHONES

For healthy hearing

FAQ Headline
Flip the frequently asked question to an active "do this" type of headline. No more or less than that. So phrase it like "This is how to…" or "Do this to achieve this…"

Short Problem Fact
Give a background to why this issue arises and why it matters. If it's too basic, you can leave this empty and go straight to the instructions.

FAQ Instruction
This format has three instruction blocks. You can choose to use all three to create more variety or just one or two if the script does not demand more than one. Here you very simply tell the viewer how to do a certain thing.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

Storykit

11. Read More Video

This may sound contra-intuitive – but sometimes it makes a lot of sense to make a video that IS a summary of a larger news story and has the purpose of driving the viewer to another piece of content.

This makes it easy to work with and is very easy to produce as an offshoot to a press release or a news story that you will publish anyway.

This is more or less the headline and preamble from a press release.

# Read More Video

`Copy id:` `6034d9b21bb2c60004e5e27e`

Story Basics

A great feature in a story format is that it's frictionless to produce. And having the freedom to – for once – not tell the whole story reduces friction significantly. We often hold back on any communication just because it doesn't cover all the bases – even though communication that tries to achieve that most often falls flat.

So in having a format made for NOT telling it all – you can move with ease and get the most important part out there. And out there fast.

This is not as much a format as a process – a part of many other content processes. It will most often be the marketing for the "whole story," which is a bad thing by no means.

Don't be afraid to give just a "little" – because that is still a whole lot more than doing nothing because it would be too much work.
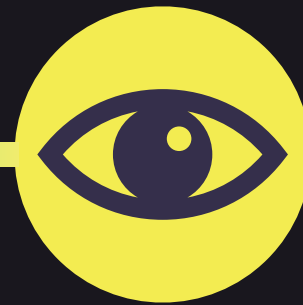
Where to find it?

You find these stories among your other stories. This is, as stated, a format that builds squarely on longer and more extensive pieces of information that you publish in other forms. It's the "video teaser" of your written press release, blog post, white paper, or report.

Don't overthink this – make a point out of doing these as often as you have the chance. There will be a tangible effect on having these videos to publish as well as regular links.

How to produce it!

This is a pure derivate of content that is already produced. Sometimes you summarize something, and sometimes you use headlines and preambles and "stop the story short" before referring to where the longer story lives.

Storykit

Read More Video

`Copy id:` `6034d9b21bb2c60004e5e27e`

Healthphones acquire German audio lab

Beyersmann Gmbh – a significant brand in the pro audio sphere, is the latest...

More information on the deal is available on the Healthphones website. Links are in the post.

HEALTHPHONES

For healthy hearing

News Headline
Use a straightforward headline that tells the most important thing – what has happened; it should be a classic news headline, more or less.
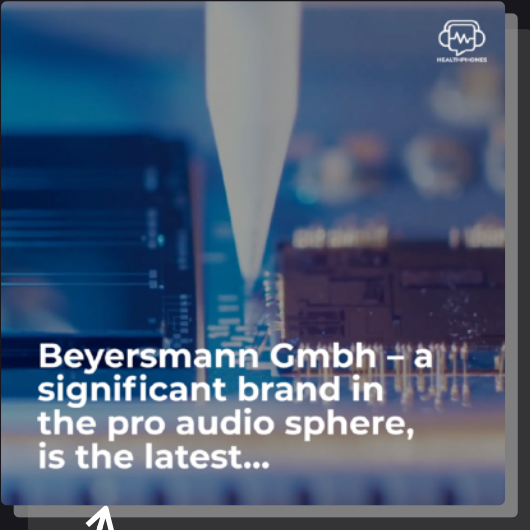
News Summary
Use this to summarize the news and give the details you couldn't fit in the headline. Since this video is made for getting people to click and find more information, you should make this too long – it IS a teaser. So give the bare minimum – but still enough for someone who won't read more to understand what has happened.

More Information
Give more fully-fledged information on where to find more in the matter. You can skip this and go straight to the outro if you deem it sufficient.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.