

# Let's get personal

IF YOU WANT TO MAKE ONE HIGH-IMPACT CHANGE THIS YEAR IN THE WAY YOU PRESENT YOUR ORGANISATION, WE WANT TO CHALLENGE YOU TO 'GET PERSONAL.'

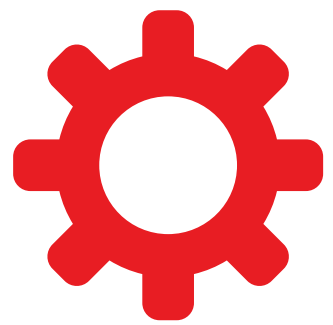


## WHY?

While we haven't done comprehensive formal research, we've certainly noticed a general shift in the type of social media posts, media stories and general conversations that are currently exciting and engaging people. And that shift is all about personal, real, emotive stories.

## PUT YOUR TEAM TO WORK

People don't want to interact with a stale brand, they want to see people. So why not put your staff to work? Get your staff to front videos for social media, use their voices to give life to a stale, old message and look to broaden the number who can speak to media.



## NIX THE STOCK PHOTOS

Now, there are certainly times when stock photos, particularly for social media posts, are your only option. But as much as you possibly can, use real people in your photos. Do a photo shoot with your staff several times a year, getting them interacting with customers and each other in natural situations.

## LET'S HEAR YOUR VOICE

Writing a story from a personal perspective and using some team or customer photography alongside it is great, but what's even better is hearing voices. This might sound really simplistic but it's true: hearing a voice in a video or audio file can stop people in their tracks.



## GET OUT AND ABOUT

Getting personal requires being in-person. Find ways to add a new event or two to your communications approach this year. Or simply participate in an event that's already happening, for example a conference, farmer field day or industry networking event.

## FORGET THE POLISH

Many organisations become paralysed by worry of having to be too perfect. Don't analyse the creative to death. Authentic personability means there will be a few rough edges, but we are all used to that and will give a bit of leeway.