WHAT IS STORYCORPS?

AN INTRODUCTION TO STORYCORPS

• StoryCorps’ mission is to preserve and share humanity’s stories in order to build connections between people and create a more just and compassionate world.

• StoryCorps was started in Grand Central Terminal in 2003. Since then, more than half a million people have recorded their stories.

• StoryCorps provides the tools for loved ones to interview each other – in-person and/or remotely! All interviews are uploaded to the Library of Congress for preservation.
What I Did: Summary and Overview

• Metrics and Analysis

• Content Curation

• Project Management
METRICS AND ANALYSIS

Task: Pull metrics, conduct analysis on social media performance

- Animation Report
- Newest Season 4 Podcast
- SOTW Broadcasts
- StoryCorps Connect Campaign
- Weekly Social Media Reports
- Partner Stories
- Talking Tuesdays
# METRICS AND ANALYSIS: SPREADSHEET WORK

<table>
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<th>Value</th>
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<th>Note</th>
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<td>100%</td>
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<td>10085</td>
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<td>9/14/2022</td>
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<td>10105</td>
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<td>9/15/2022</td>
<td>Thursday</td>
<td>10125</td>
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<td></td>
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<td>9/16/2022</td>
<td>Friday</td>
<td>10145</td>
<td>100%</td>
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**Comments:**

- All metrics show a consistent increase from Monday to Friday.
- No significant outliers or anomalies detected.
- Further analysis needed to identify patterns or trends.

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**August Summary**

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<td>8/15/2022</td>
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<td>8/20/2022</td>
<td>Analysis</td>
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<tr>
<td>8/25/2022</td>
<td>Report generation</td>
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**STORYCORPS.ORG**

**Social Analytics:**
- StoryCorps Connect
- Facebook
- Twitter

**Key Performance Indicators:**
- StoryCorps views
- StoryCorps saves
- StoryCorps shares
- StoryCorps comments

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**Additional Information:**

- All metrics are based on data collected from 9/12/2022 to 9/16/2022.
- Further analysis is recommended to validate these findings.

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**Contact Information:**

- StoryCorps Support
- Helpdesk@StoryCorps.org
- 800-779-1000

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**Source Data:**

- Internal StoryCorps database
- External data integrations
- Third-party analytics platforms

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**Technical Support:**

- Technical Support
- TechSupport@StoryCorps.org
- 800-779-1000
METRICS AND ANALYSIS: SEASON 4 PODCAST SLIDE DECK

Podcast Cover Art Season Over Season Comparison

Season 3

Season 4

Podcast Season Over Season Comparison

Facebook
- Average Reach increased 4% Season over Season
- Average Engagement Rate decreased 51% Season over Season
  (Engaged Users/Reach)

Bekah’s Facebook Insights
- Audience size and engagement tend to have an inverse relationship, but Engagement Rate has decreased at a significantly higher rate than reach. Users were notably less engaged in Season 4 Facebook posts.

Social Following Since Season 3*

Facebook: 666,021 (+6.05%)

Twitter: 68,383 (+0.61%)

Instagram: 44,357 (+4.73%)

Total: 780,860 (+5.47%)
Task: Develop copy for the StoryCorps website and social media posts

- Partner Stations Landing Page: Animations
- StoryCorps Homepage Carousels
- Social Media: Partner Posts, Talking Tuesdays, SOTWs, Animations, Call-To-Actions, etc.
- Summer Intern 2020 Spotlight
**CONTENT CURATION**

**What are you working on?**

"Developing partnerships with community organizations and producing stories for our social media page." — Kaleen, Chicago StoryCorps

"Assisting weekly webinars and creating an accessibility resource guide." — Vic, L&E

"Researching and crafting pitches for LatinX and Muslim narratives...cutting tape for the Military Voices Initiative, and conducting pre-interviews for potential participants." — Ambar, Production

**Why StoryCorps?**

"I fell in love with their mission. There is so much value in listening to others and being heard in return; it is such a blessing to work for a company that lives, breathes, and advances this concept." — Bekah, M&C

"I’ve always admired the organization’s work and how stories have been shared in a creative way. Also, I was very interested to learn more about the organization." — Handle, Legal

**What will you take away?**

"I will take away a significantly improved understanding of the most amazing team of men’s stories they share and the people who share them.

"[A former producer] taught me how you give your full self to the work and the world." — Ambar, Production

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**FATHER FIGURES COLLECTION**

"MY AUNTIES"

Click here to view the animation.

**Synopsis:** Stefan Lynch was raised by gay parents in the early eighties. He was cared for and loved by a group of adults, largely gay men, who he called his “aunties.” Stefan remembers the succession of AIDS-related illnesses in his family, including the death of his father in ’91. Even in the face of terrible sickness and loss, his aunties showed him how to survive and care for one another.

This all-new animated short is presented as part of the new StoryCorps animation season, Father Figures, where father figures and their children share the strength and wisdom that they draw from each other.

**TRT:** 2:33

Use: Broadcast and web

Expiration Date (broadcast and web): September 30, 2024

Availability: Available for download via PBS Source and on StoryCorps’ Animation Dropbox

Social Media Copy:

Facebook

Stefan Lynch remembers the community of gay men – lovingly nicknamed his “aunties” – who helped raise him, the dark days of the beginning of the AIDS epidemic, and the lessons that he learned from this powerful family. Presented as part of the new @StoryCorps animation season, Father Figures.
Task: Conduct higher-level research and campaign strategy

- Blog Post Release (“Civic Duty & Connection”)
- Intern Social Copy Guide
- Instagram Link Service Competitor Research
- Social Media Scheduling
PROJECT MANAGEMENT

CIVIC DUTY & CONNECTION IN THE DAYS OF COVID-19

During a global health crisis, discover how people found new ways to connect and support each other in our new story collection.

COMPETITOR SERVICE: LINKIN.BIO BY LATER (1ST CHOICE)

Differentiators

- Story Highlights: image only
- Ability to feature main story (F1)
- Intuitive link
- Popular & has high-profile clients
- Later subscription — analytics & post scheduling

Downsides

- Low branding potential

Our partner stations (like WBEZ, WUTC, and WOUL) take local interviews recorded during the StoryCorps Mobile Tour and produce them. We then promote them on Saturdays through our social media channels. All of the possible content for our Partner Stories are recorded in this Google Sheet.

It does not matter when the partner post was originally published, so feel free to look through previous months and years for content.

When looking at Partner Stories, remember that you want to properly represent the story as best as you can. Read through the story carefully, and make sure that you are using the same identifier/language as the partner review. If you are concerned that the partner language is inappropriate for any reason, you can discuss it with the MAC team.

PREVIOUS PARTNER STORIES

If you want to look at previous Partner Stories, you can find a list of all the posts by going to the Bi-Weekly All Content Meeting Schedule Spreadsheet (2020 Sheet is here) and clicking on the “Partner Stories” tab. When I was an intern, I found this document to draft copy for future Partner Stories; feel free to use this document as much or as little as you wish!

TAGGING PARTNER STORIES

Every Partner Story tags the partner station and the StoryCorps Mobile Tour. Here’s how to do it:

Facebook
Tag both the partner station and the StoryCorps Mobile Tour page. It should look like this:

STORYCORPS