

Boosting Your School Marketing with Storytelling

Building a compelling narrative for your school district

In almost any conversation about school communications, you'll hear one word come up again and again: storytelling. On the surface, the concept is pretty clear: Your district communications should tell a story about all the good things happening in your schools. After all, storytelling is more than a buzzword—it has long been demonstrated what a powerful effect stories can have on people. And while storytelling may seem simple enough, building a strong narrative that can sustain and support your district over the long term requires a careful, thoughtful strategy.

Discussion Guide



"Storytelling has the unique ability to transfix listeners in a way that can move the needle on both fronts. That means that in an ever more divisive society, storytelling retains the power to change minds even in spaces where logical arguments fail."

- What is a story about your district that left an impact on you?
- When you talk about your district, do you share more stories or more facts?



"While we're not suggesting you need to know all the story structures, a few things are critical to constructing a narrative that is compelling, memorable, and conducive to building the district brand you want."

- What story components do you most often use when telling the story of your district?
- What is the central theme of your district's story? Does that theme match your intended district brand?



"Storytelling in its own right is an innately human activity. It's one of the things that helps bind and connect us. In dedicating ourselves to the practice of collective authorship, we've asked each staff member this question: Is there one positive win that you can celebrate that would add to our district's collective voice?"

- Does your district have a collective voice? Who contributes to it, and how?
- How might your district engage teachers in staff in being part of the storytelling process?



“Authenticity means showing up as you are and building real relationships on that foundation. From a communications standpoint, this also means finding ways to communicate that are natural for both you and your audience.”

- How does your district show its personality through communication?
- Do you invite the community to be part of your district’s story?



“Whether you’re trying to convince your school board to fund after-school programs or developing messaging around an upcoming bond campaign, stories are a powerful tool to change minds and build momentum—all while positively impacting your district’s brand.”

- In what ways can you use storytelling to advance your district’s brand?
- How can you change the data and statistics of your district into an authentic district story?



For more information on Boosting Your School Marketing with Storytelling:

<https://www.schoolceo.com/a/boosting-your-school-marketing-with-storytelling/>