Discussion topic:

Throughout this module you have learned how important it is to understand who your readers are and to connect with them by adapting your message to address their interests, needs, expectations and experiences. You were also introduced to the power of storytelling in engaging your readers. The strategy of using stories to engage your reading and listening audiences will appear again throughout this course. Take some time now to consider how the organizations around you use stories to engage with their communities.

Think of a business or non-profit with which you are familiar, look at its website and social media channels to identify the kind of stories they share about their operations, culture, and clients. Write a brief description about the organization and provide a summary of the stories they share to connect with their followers. How compelling are their stories? How effective are they in connecting with their audience? Altogether, your response should be no more than three to four paragraphs. Also, provide feedback on another student's post.

My Discussion:

One organization that comes to mind is the World Wildlife Fund (WWF). The WWF is a non-profit organization that works to protect endangered species and their habitats, as well as promote sustainable use of natural resources. Their website and social media channels are primarily used to educate the public on their conservation efforts, share updates on their campaigns, and to raise awareness of environmental issues. They share stories about their work protecting endangered species such as elephants, tigers, and pandas, and the impact that their conservation efforts have on those species and their habitats. They also share stories about the impact of climate change on wildlife and the steps they are taking to mitigate it.

The stories they share are compelling and often emotional, highlighting the impact of human activity on the environment and the importance of conservation efforts. They also share images and videos to help people visualize the situation and the work they do. Through their website and social media channels, WWF effectively connects with their audience by providing them with the information they need to understand the importance of conservation and environmental protection, and how they can help. They also make it easy for people to get involved by providing clear calls to action, such as signing petitions, donating, or volunteering.

Overall, the stories shared by WWF are very compelling, they are able to connect with their audience by providing them with a clear understanding of the work they do and the impact they have, they also share images and videos that help people visualize the situation and the work they do, and they provide clear calls to action to help people get involved, as previously mentioned.