

# TELLING YOUR BRAND'S STORY

By Speaking Social Media Language



# Facebook

## Purpose

To tell the most interesting story

## Language

Entertaining, personal

## Audience

1.9 billion, predominantly female

## Brand Example

[Amtrak](#)

## Why It's Great Storytelling

For a company that's been around since 1971, Amtrak continues to be relevant with stories that tug on every wanderluster's heart strings. Sure, planes are faster and cars are convenient, but what's wrong with slowing down and enjoying the ride? Brilliant.

Data source: [Tracy](#)



Amtrak

May 20 · 🌐

"I realized my absolute favorite part of train travel is not being in the driver's seat. Instead of focusing on the road, my son had my undivided attention."



### A Relaxing Ride to Chicago on the Southwest Chief

This spring, my 6 year-old son and I planned a trip "sans Mom" to Chicago on the Southwest Chief.

[BLOG.AMTRAK.COM](#)



👍❤️😮 922

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# Twitter

## Purpose

To share and listen to stories

## Language

Helpful, conversational

## Audience

317 million, predominately male

## Brand Example

[Jeff Bullas](#)

## Why It's Great Storytelling

Jeff Bullas' Twitter feed is a living, breathing resource for content marketers. Every tweet has precise content with an enticing visual. Not only does he share his own stories, he also shares a wealth of other stories — making his Twitter a go-to content hub.

Data source: [Tracy](#)



Jeff Bullas

@jeffbullas

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79 Power Words to Create Striking Content  
For Your Blog [ow.ly/50Pg302Mlag](https://ow.ly/50Pg302Mlag)  
[#powerwords](#) [#blogging](#)



6:30 AM - 10 Jul 2017

12 Retweets 13 Likes



# Instagram

## Purpose

To craft a visually rich story

## Language

Artistic, clever

## Audience

600 million, predominately female

## Brand Example

[REI](#)

## Why It's Great Storytelling

Normally REI goes with rugged chic images, but this time they spotlighted a climber's beat-up hand to go full rugged. The "message to my hand" content is cheeky and creative, a down-to-earth way to speak to their audience of outdoors enthusiasts.

Data source: [Tracx](#)



# LinkedIn

## Purpose

To motivate through an expert story

## Language

Valuable, intelligent

## Audience

106 million, predominantly male

## Brand Example

[HubSpot](#)

## Why It's Great Storytelling

Content for LinkedIn shouldn't translate to stuffy — especially when there are so many young professionals on this channel. HubSpot's text-driven visuals wave you down on your lunch break, with motivational lingo that dares you to take action.

Data source: [Tracy](#)



HubSpot

6d

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The key to success? Hunger. Check out our tips for getting your dream side hustle off the ground 🍌 <http://bit.ly/2uKzL4v>



140 Likes • 3 Comments

👍 Like    💬 Comment    ➦ Share

Likes

# Pinterest

## Purpose

To inspire other creative stories

## Language

Empowering, aspirational

## Audience

317 million, predominantly female

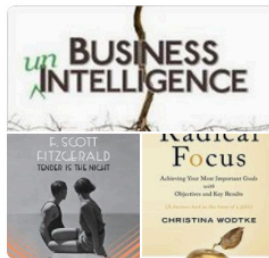
## Brand Example

[Buffer](#)

## Why It's Great Storytelling

Buffer proves that any business can rock Pinterest with the right creative strategy — without needing an entire infographic team. They offer plenty of value for the DIY marketer, with a healthy mix of Buffer and curated content to educate and empower.

Data source: [Tracy](#)



Buffer Books

1296 Pins



Facebook Tips

49 Pins



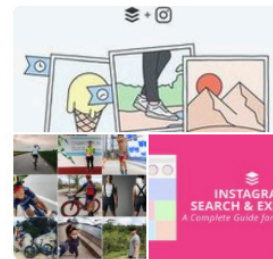
Pinterest Tips

23 Pins



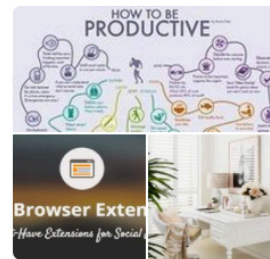
Digital Nomad

51 Pins



Instagram Tips

55 Pins



Productivity & Life H...

101 Pins

## More on ClearVoice

[The Power of Pay: Are Freelance Rate and Quality Correlated? \[Study Results\]](#)

[How Do Storytelling and SEO Work Together?](#)

[The 5 Primal Flows of Time: Mastering Time Management \[Infographic\]](#)

