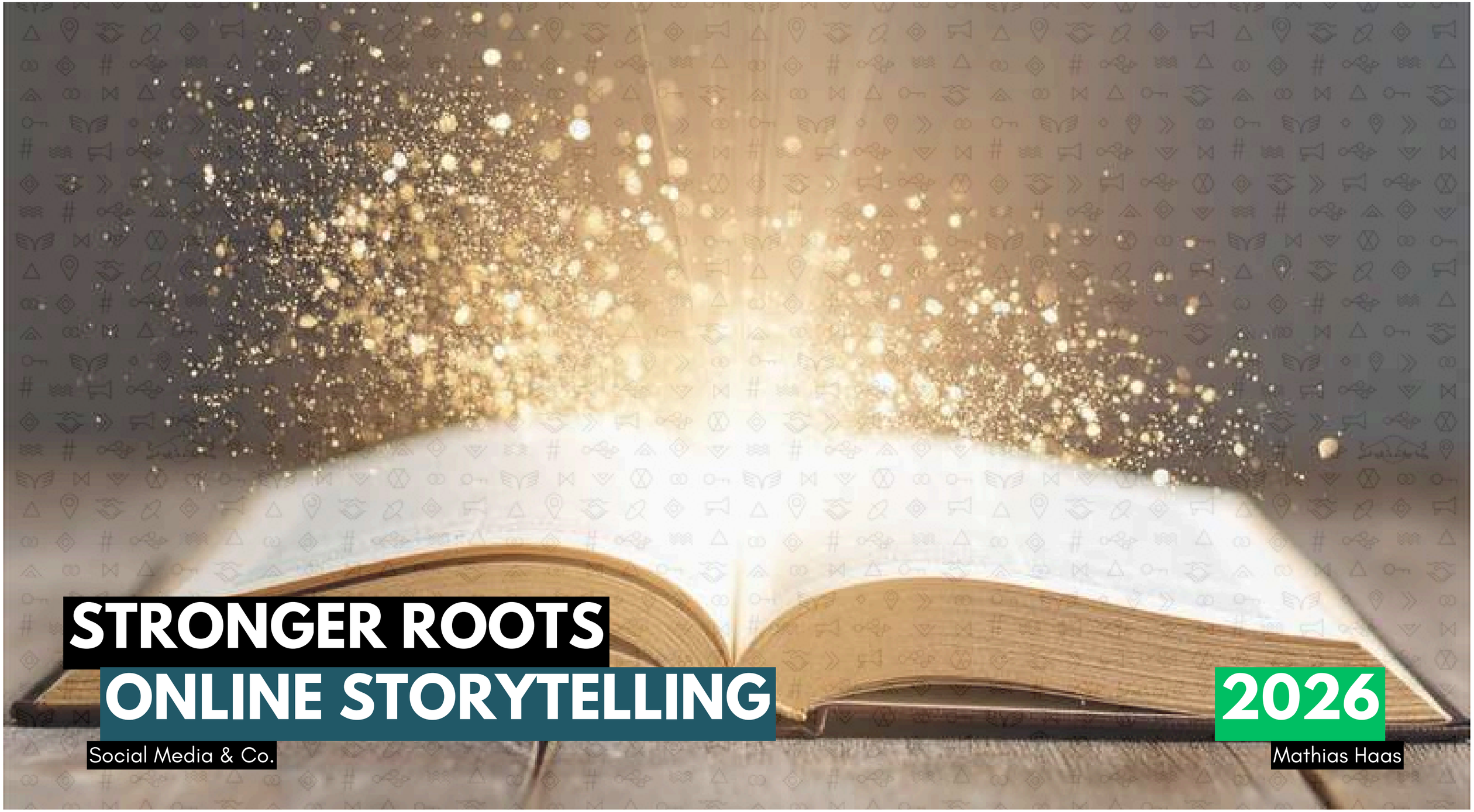


STRONGER ROOTS
ONLINE STORYTELLING
2026

Social Media & Co.

Mathias Haas

MATHIAS HAAS



WU EXECUTIVE ACADEMY

EASY GERMAN

supersocial

FACHHOCHSCHULE WIENER NEUSTADT
University of Applied Sciences - Austria



TEDx Donauinsel

https://linktr.ee/mathiashaas
mathias.haas@supersocial.at
www.instagram.com/mat_supersocial
http:/at.linkedin.com/in/haasmathias

INFO

- ALL MATERIALS WILL BE PROVIDED
- ASK QUESTIONS ANY TIME
- TELL YOUR OWN EXPERIENCE

SPEED INTRO PITCH

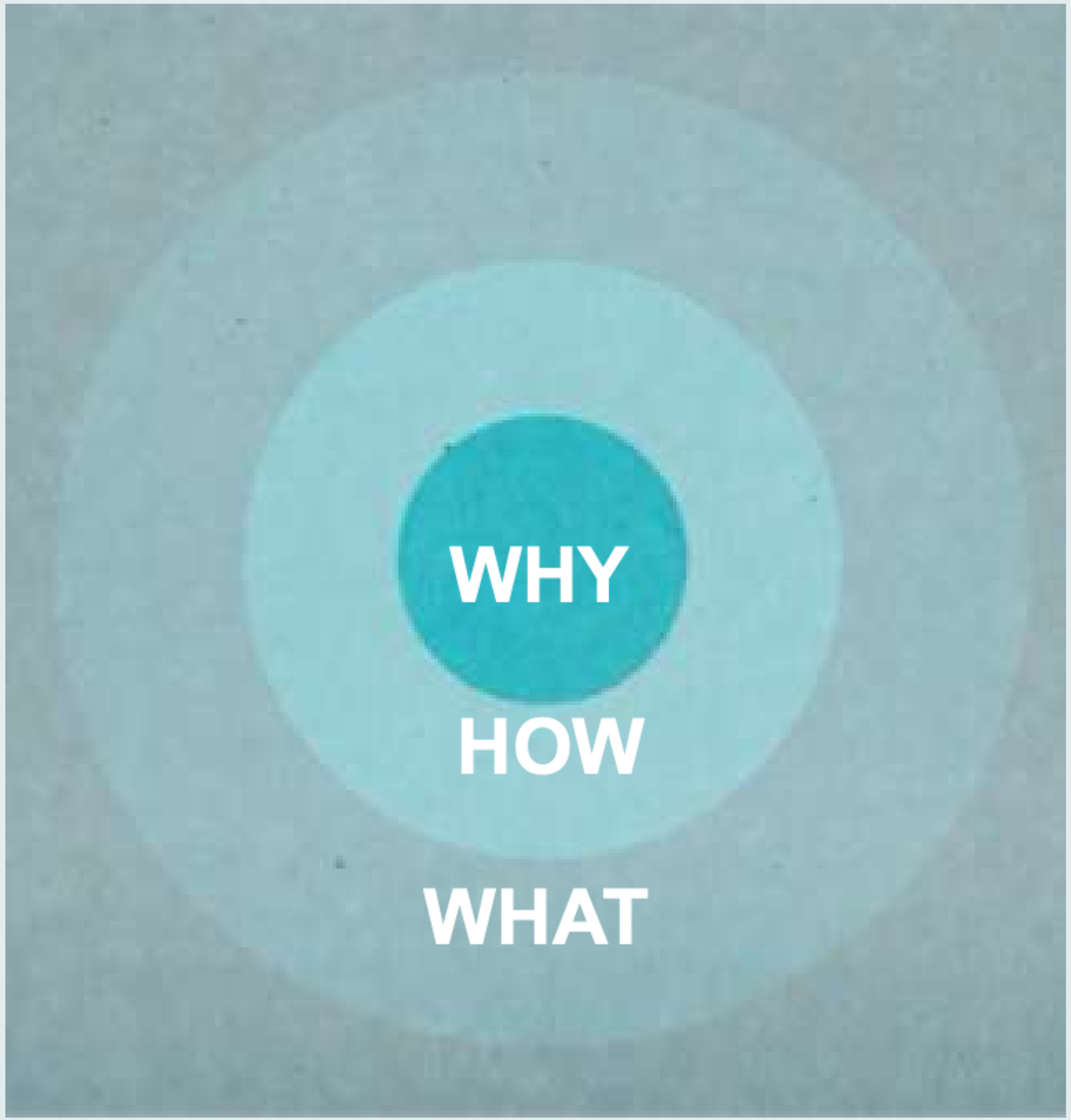
PLEASE INTRODUCE YOURSELF



GOLDEN CIRCLE



SIMON SINEK



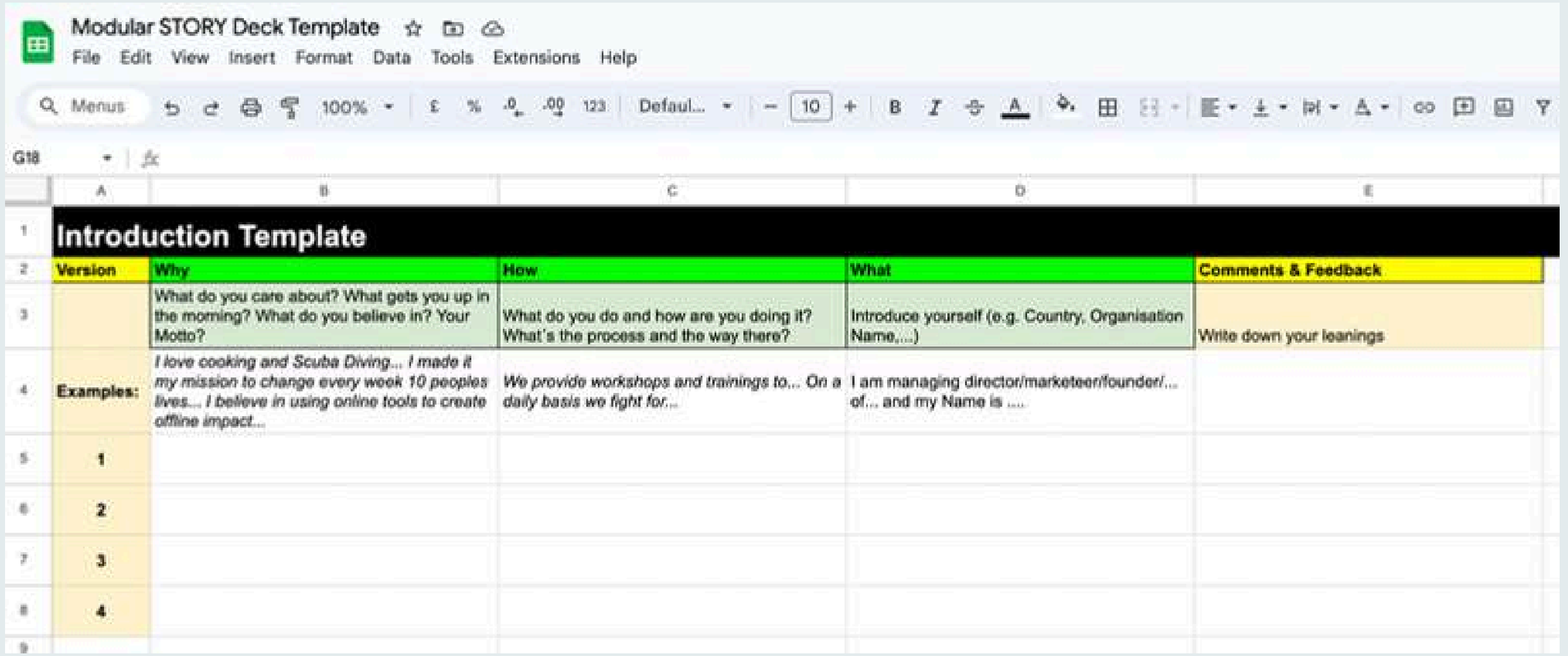
https://www.youtube.com/watch?v=u4ZoJKF_VuA

SPEED INTRO PITCH

1. WHAT DO YOU CARE ABOUT?
2. HOW DO YOU DO IT?
3. WHAT‘S YOUR ROLE AND YOUR NAME?



MODULAR PITCH & STORY DECK



Modular STORY Deck Template

File Edit View Insert Format Data Tools Extensions Help

Menus 100% £ % .0 .00 123 Defaul... 10 B I

G18

	A	B	C	D	E
1	**Introduction Template**				
2	**Version**	**Why**	**How**	**What**	**Comments & Feedback**
3		What do you care about? What gets you up in the morning? What do you believe in? Your Motto?	What do you do and how are you doing it? What's the process and the way there?	Introduce yourself (e.g. Country, Organisation Name,...)	Write down your leanings
4	**Examples:**	*I love cooking and Scuba Diving... I made it my mission to change every week 10 peoples lives... I believe in using online tools to create offline impact...*	*We provide workshops and trainings to... On a daily basis we fight for...*	I am managing director/marketeer/founder/... of... and my Name is	
5	**1**				
6	**2**				
7	**3**				
8	**4**				
9					

https://docs.google.com/spreadsheets/d/1N3s4vsT11a-0E2PUaC_Bf5APcxemlc5L_x_ykx5z4Cw/edit?usp=sharing

SPEED INTRO PITCH

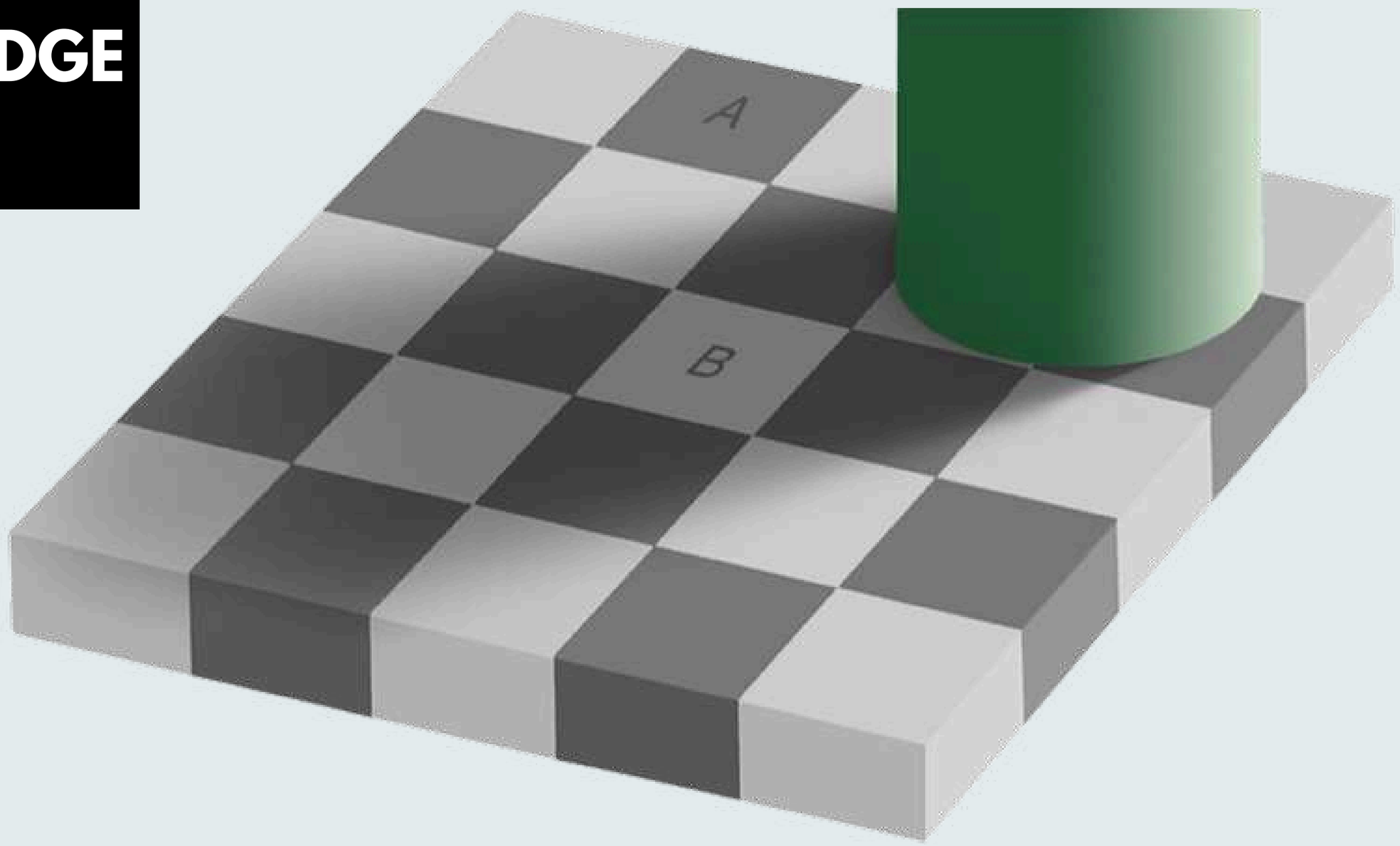
1. WHAT DO YOU CARE ABOUT?
2. HOW DO YOU DO IT?
3. WHAT‘S YOUR ROLE AND YOUR NAME?



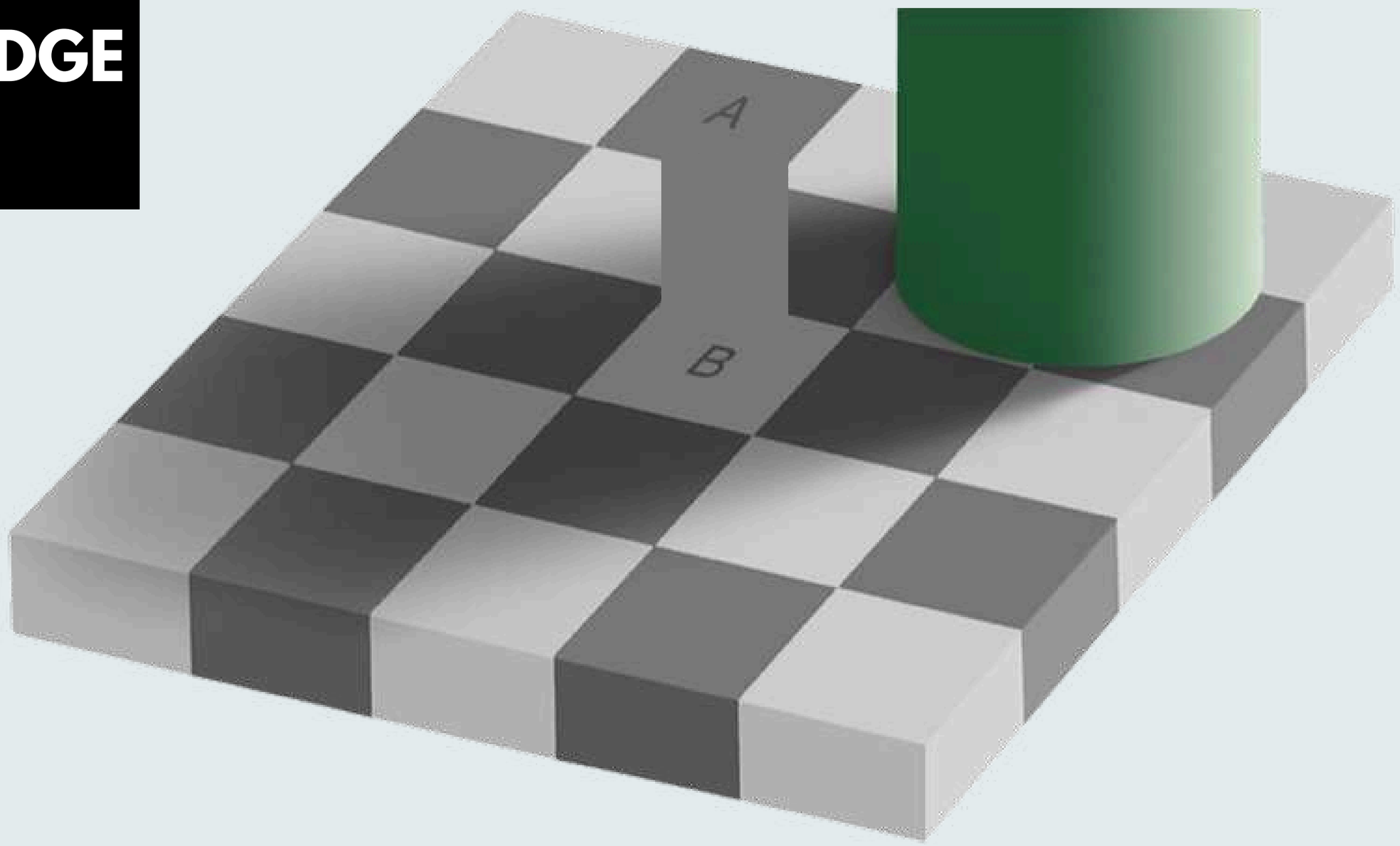


WHAT IS STORYTELLING?

PRIOR KNOWLEDGE EFFECT



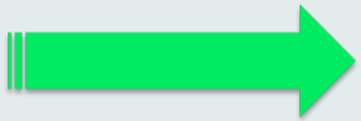
PRIOR KNOWLEDGE EFFECT




Whodunnit
Bastiani Bruno
Watch on YouTube

STORYTELLING

OLDEST FORM OF COMMUNICATION.



STORYTELLING

BRINGING RANDOM FACTS

INTO ORDER.

STORYTELLING

TRANSFORM INFORMATION INTO PICTURES AND EMOTIONS.



STORYTELLING

THE SUBCONSCIOUS MIND



STORYTELLING



FOLLOW THE FROG



SMOKING KID


Thai Health Promotion Foundation - Smoking Kid (Original Version)
Aei Attanon
Watch on YouTube

STORYTELLING

ADDED VALUE



STORYTELLING

EMOTIONS. EMOTIONS. EMOTIONS.

DEFINITION

STORYTELLING IS THE USE OF STORIES OR NARRATIVES AS A COMMUNICATION TOOL TO VALUE, SHARE, AND CAPITALIZE ON THE IMAGINATION AND KNOWLEDGE OF INDIVIDUALS.

STORY VS. TELLING



STORY VS. TELLING



STORY VS. TELLING



STORY VS. TELLING



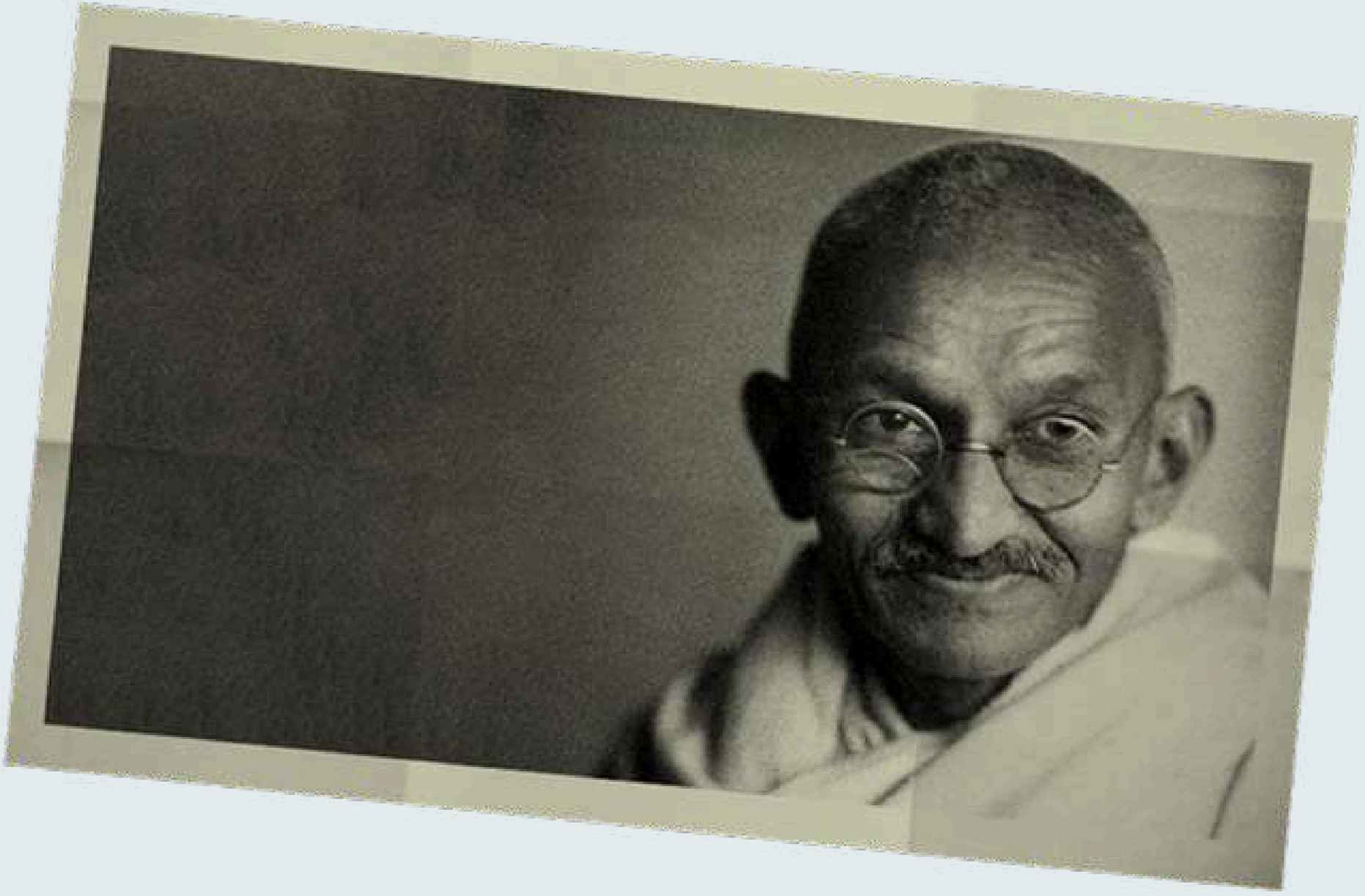
STORY VS. TELLING




HERO'S
JOURNEY

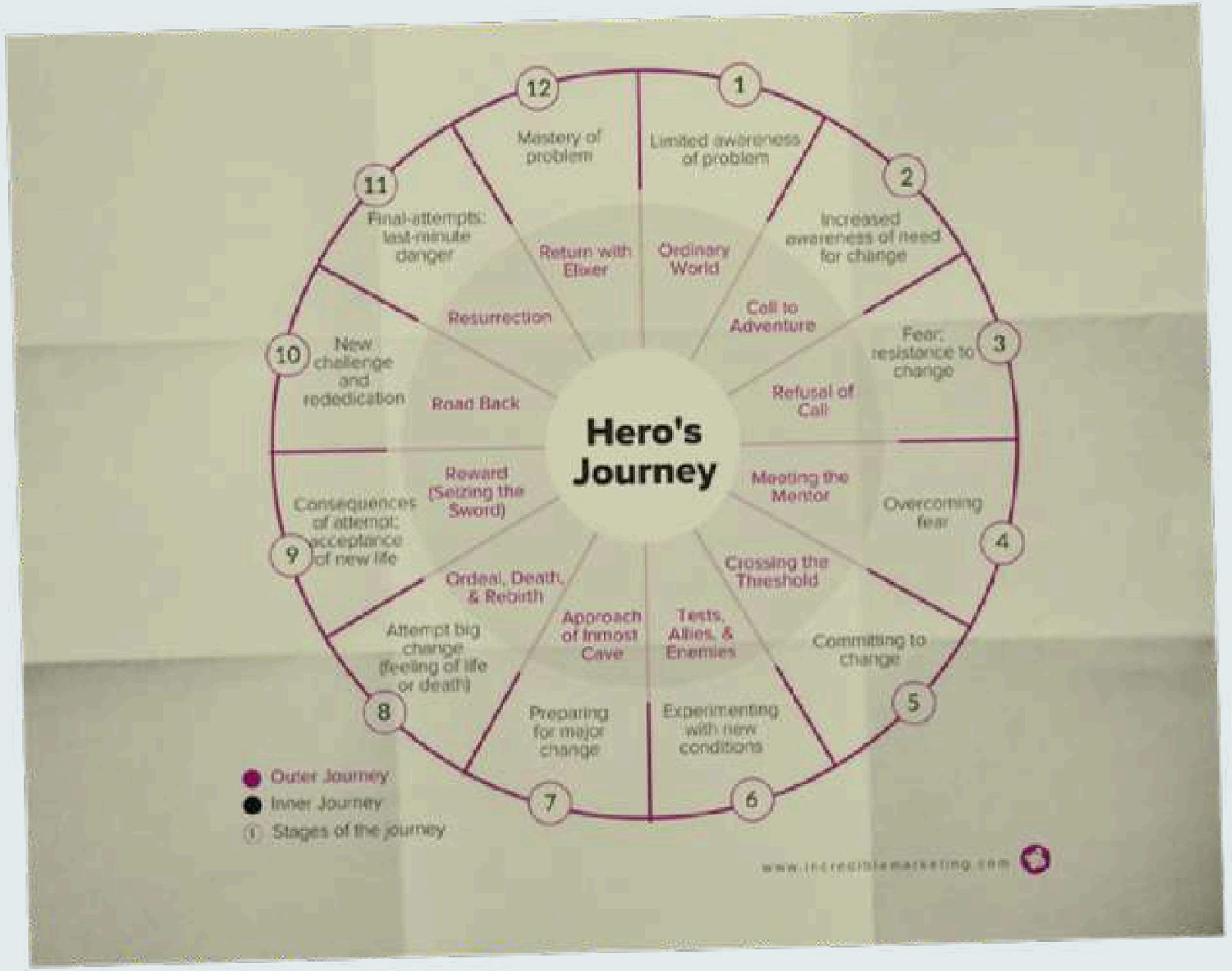








TEMPLATE



https://www.incrediblemarketing.com

TEMPLATE

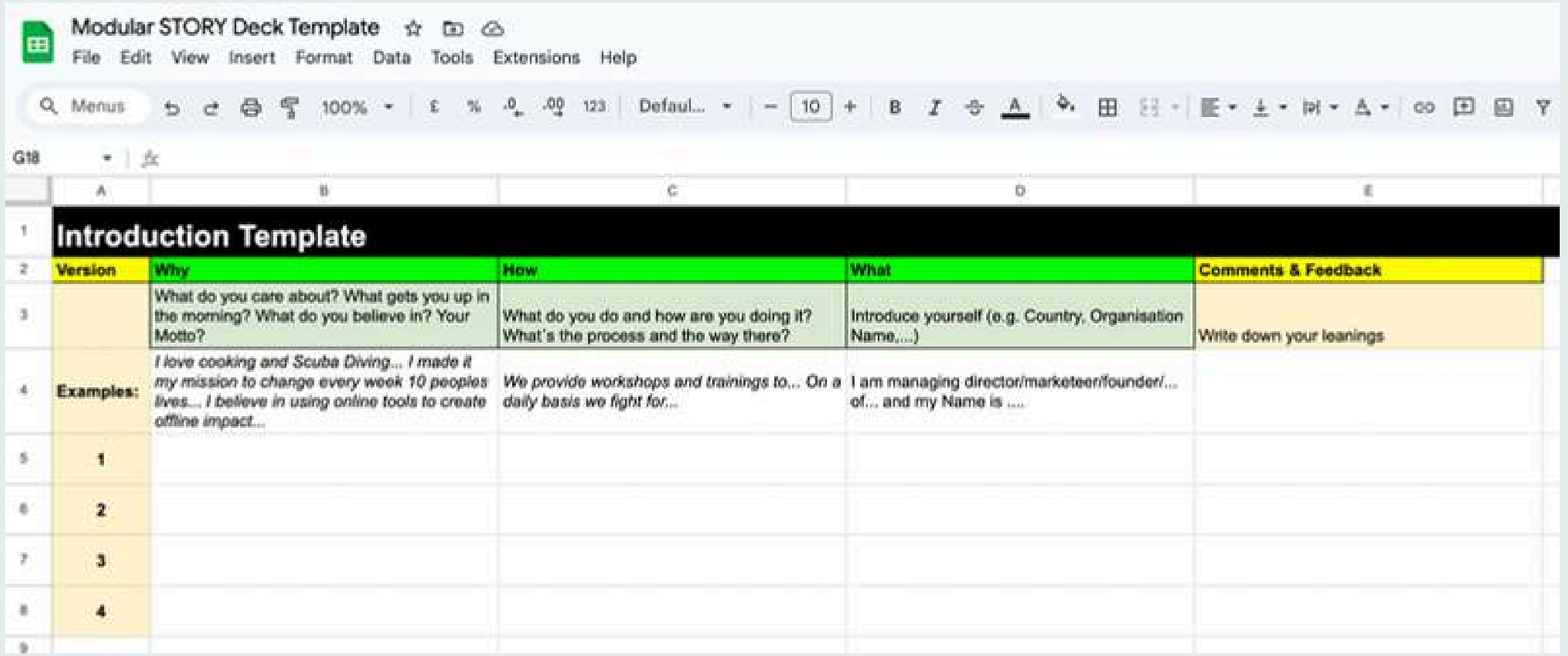


https://www.incrediblemarketing.com

TEMPLATE

ONCE UPON A TIME…	WHAT WAS THE PROBLEM THAT EXISTED?
AND EVERY DAY…	BRING THE PROBLEM TO LIFE IN A DRAMATIC WAY
UNTIL ONE DAY…	INTRODUCE YOURSELF AND HOW YOU ADDRESSED THE PROBLEM?
BECAUSE OF THIS…	WHAT WAS THE FIRST EFFECT OF THIS?
BECAUSE OF THAT…	WHAT WAS THE BIGGER CONSEQUENCE OF THIS?
BECAUSE OF THAT…	WHAT WAS THE BIGGER CONSEQUENCE OF THIS?
UNTIL FINALLY…	WHAT WAS THE FINAL RESULT OF THIS?
EVER SINCE THEN…	WHAT DOES THE FUTURE NOW LOOK LIKE FOR THE BENEFICIARIES OF THE PROJECT?

MODULAR PITCH & STORY DECK



Modular STORY Deck Template

File Edit View Insert Format Data Tools Extensions Help

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G18

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https://docs.google.com/spreadsheets/d/1N3s4vsT11a-0E2PUaC_Bf5APcxemlc5L_x_ykx5z4Cw/edit?usp=sharing

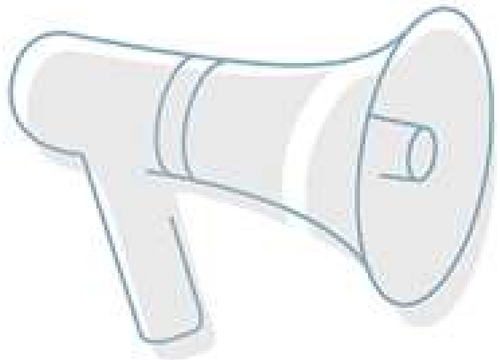
FACTS & DATA

FACTS AND DATA

FACTS & DATA

MEDIA CHANGE

MEDIA MONOLOGUE
one to many

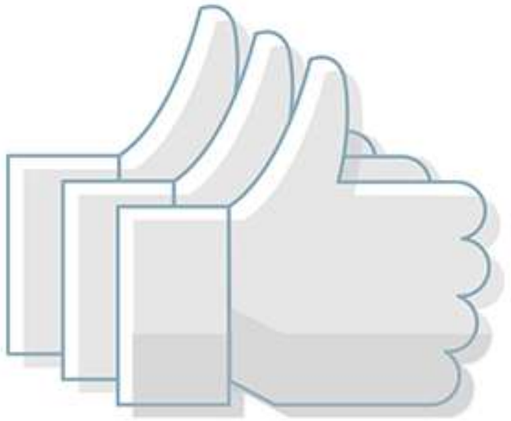


SOCIAL MEDIA DIALOGUE
many to many

FACTS & DATA

USAGE CHANGE

SOCIAL MEDIA IS THE #1 ACTIVITY ON THE WEB



Global Digital Report, Hootsuite, 2025
https://www.hootsuite.com/resources/digital-trends

FACTS & DATA

OFFLINE IMPACT

1 IN 3 US COUPLES MEET ONLINE

Statista, 2024
https://www.statista.com/statistics/417654/us-online-dating-user-numbers

FACTS & DATA

SHOPPING IMPACT

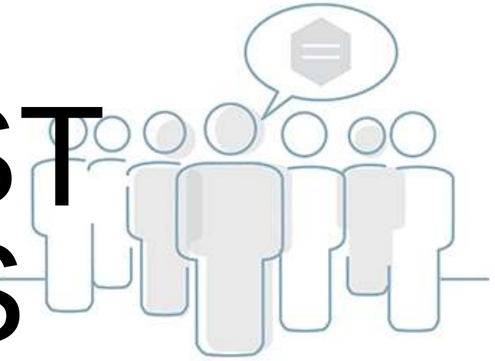
93% OF SHOPPERS' BUYING DECISIONS ARE INFLUENCED BY SOCIAL MEDIA

Mashable, https://www.facebook.com/overdriveinteractive/posts/10152211593264979

FACTS & DATA

TRUST

92% OF CUSTOMERS TRUST PEER RECOMMENDATIONS



Nielsen, https://www.nielsen.com/us/en/insights/report/2013/global-trust-in-advertising-and-brand-messages

FACTS & DATA

TRUST

ONLY 14% TRUST ADVERTISEMENTS



Nielsen, https://www.nielsen.com/us/en/insights/report/2013/global-trust-in-advertising-and-brand-messages

FACTS & DATA

HOW?

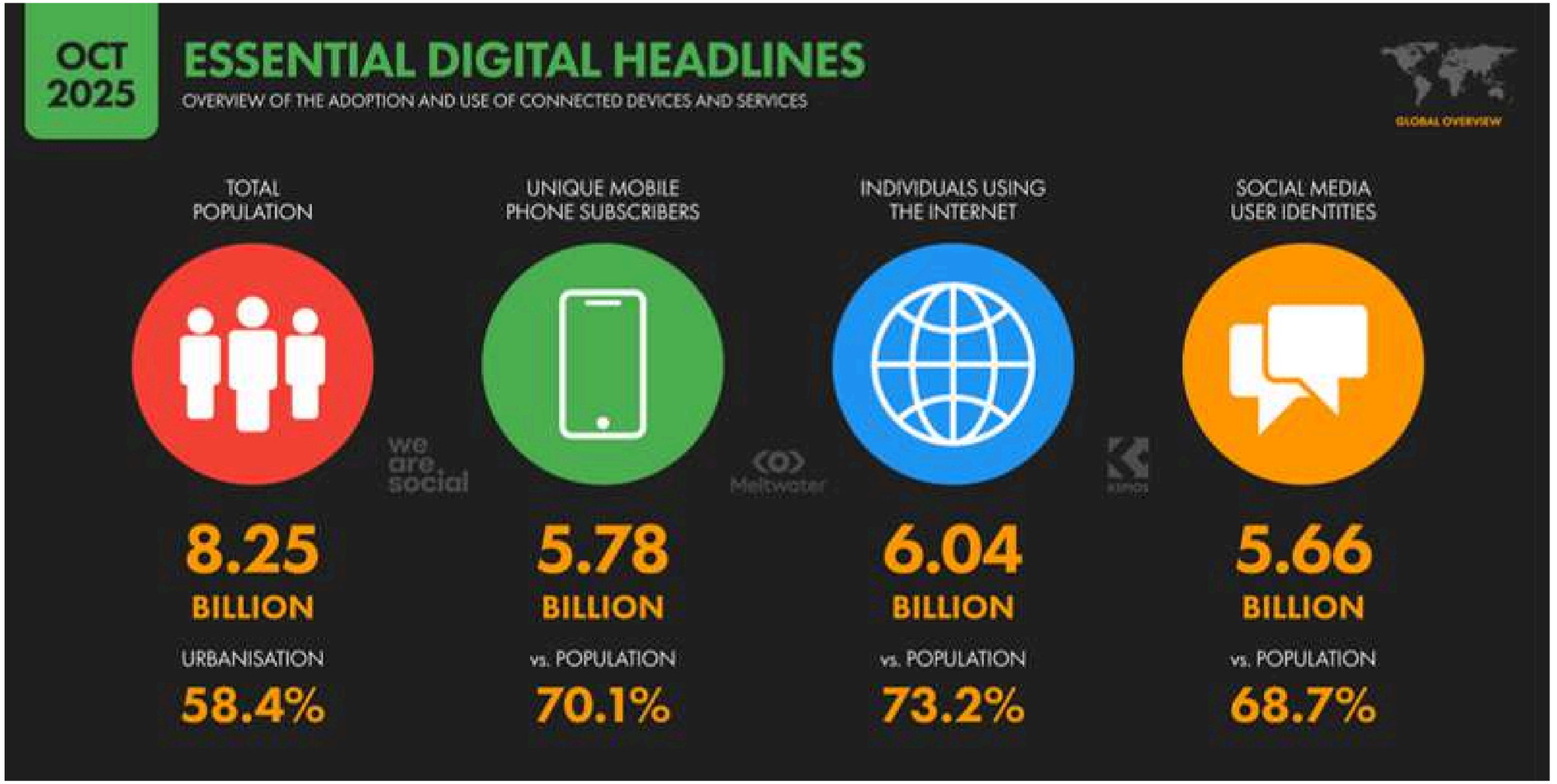
“FRIENDS”, NOT FANS!



1. CONTENT
2. TOOLS
3. TARGETING
4. ENGAGEMENT
5. SOCIAL ADVERTISING

FACTS & DATA

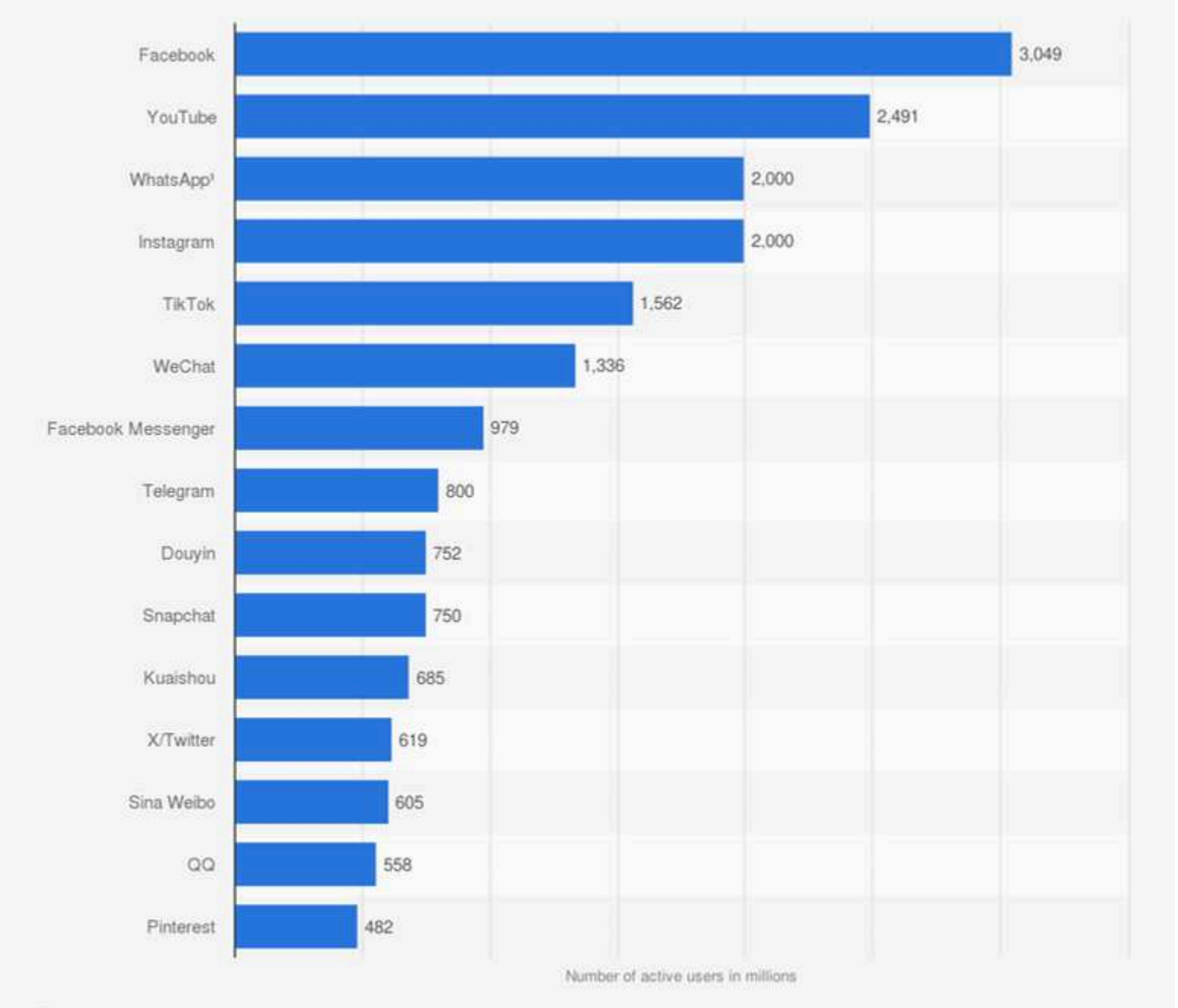
DIGITAL AROUND THE WORLD



Datareportal, 2026
https://datareportal.com

FACTS & DATA

NETWORK STATS WORLD



Statista 2026
https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

FACTS & DATA

DATEN REPORT



Datareportal, 2026
https://datareportal.com

FACTS & DATA

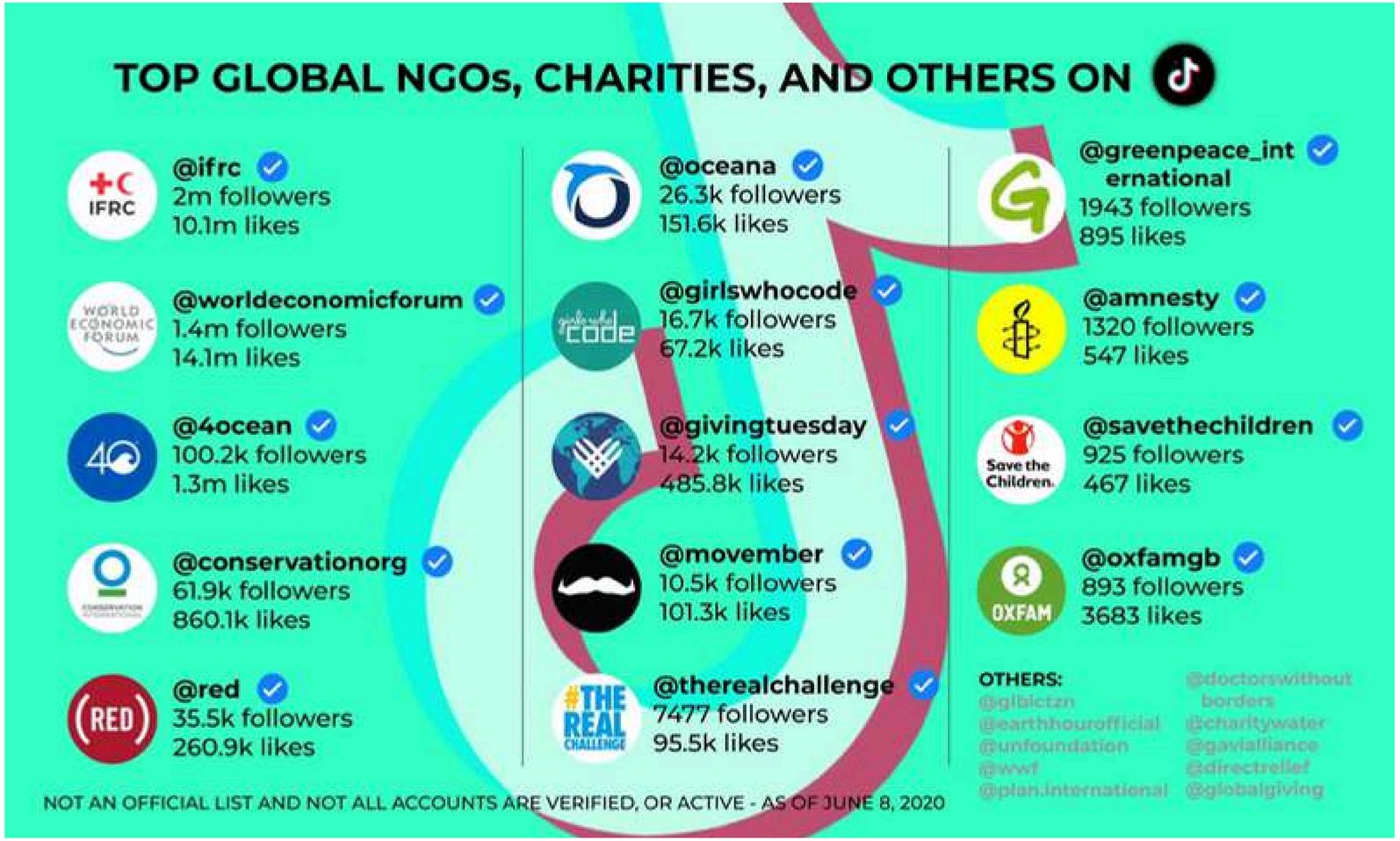
TIKTOK STATS



TikTok for good stats,
https://docs.google.com/spreadsheets/d/1D9rbSSs9fJoLRtG2SDUZaEk5hUZPP11JBYVrJ8MLQXc/edit#gid=0

FACTS & DATA

TIKTOK STATS



TikTok for good stats,
https://docs.google.com/spreadsheets/d/1D9rbSSs9fJoLRtG2SDUZaEk5hUZPP11JBYVrJ8MLQXc/edit#gid=0

BASICS

BASICS

BASICS

STRATEGY

1. **Define goals**
   Which goal and which sub-goals do you want to achieve?

2. **Target group analysis**
   Description of the target group with all available information.

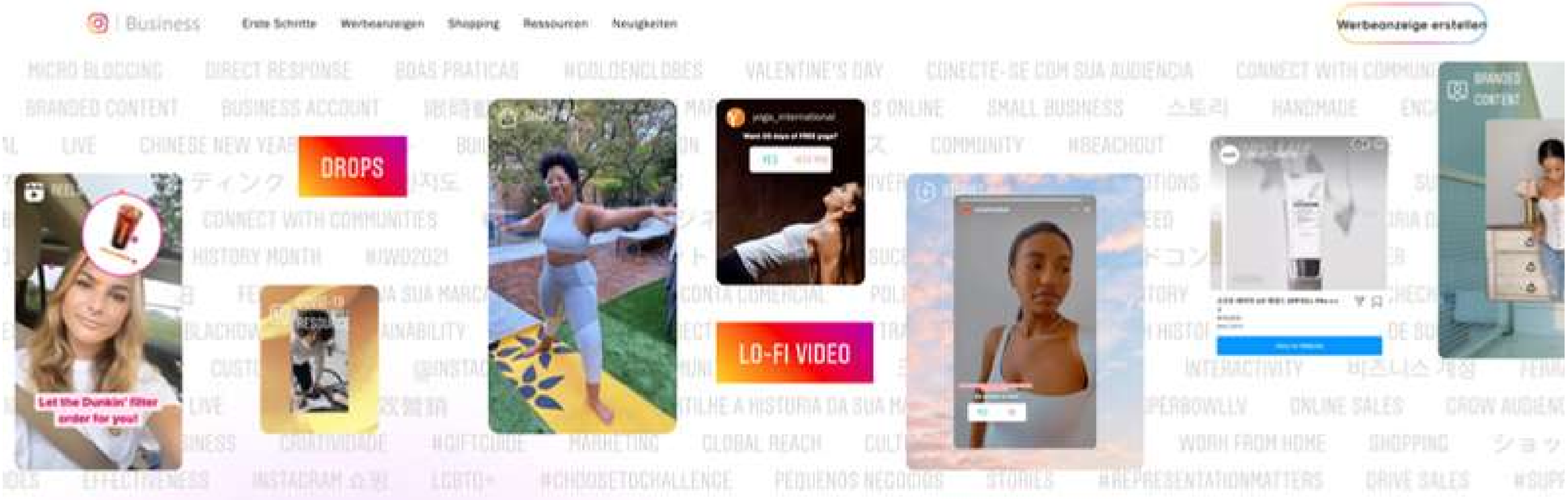
3. **Customer journey analysis**
   Why do they choose my product? Where do customers get lost?

4. **Micro Moments Analysis**
   It's not just about specific purchase intentions, but also about interest in your topic.

5. **Channel Strategy**
   Which combination is the best?

BASICS

INSTA: PRIVATE PROFILE / BUSINESS PROFILE



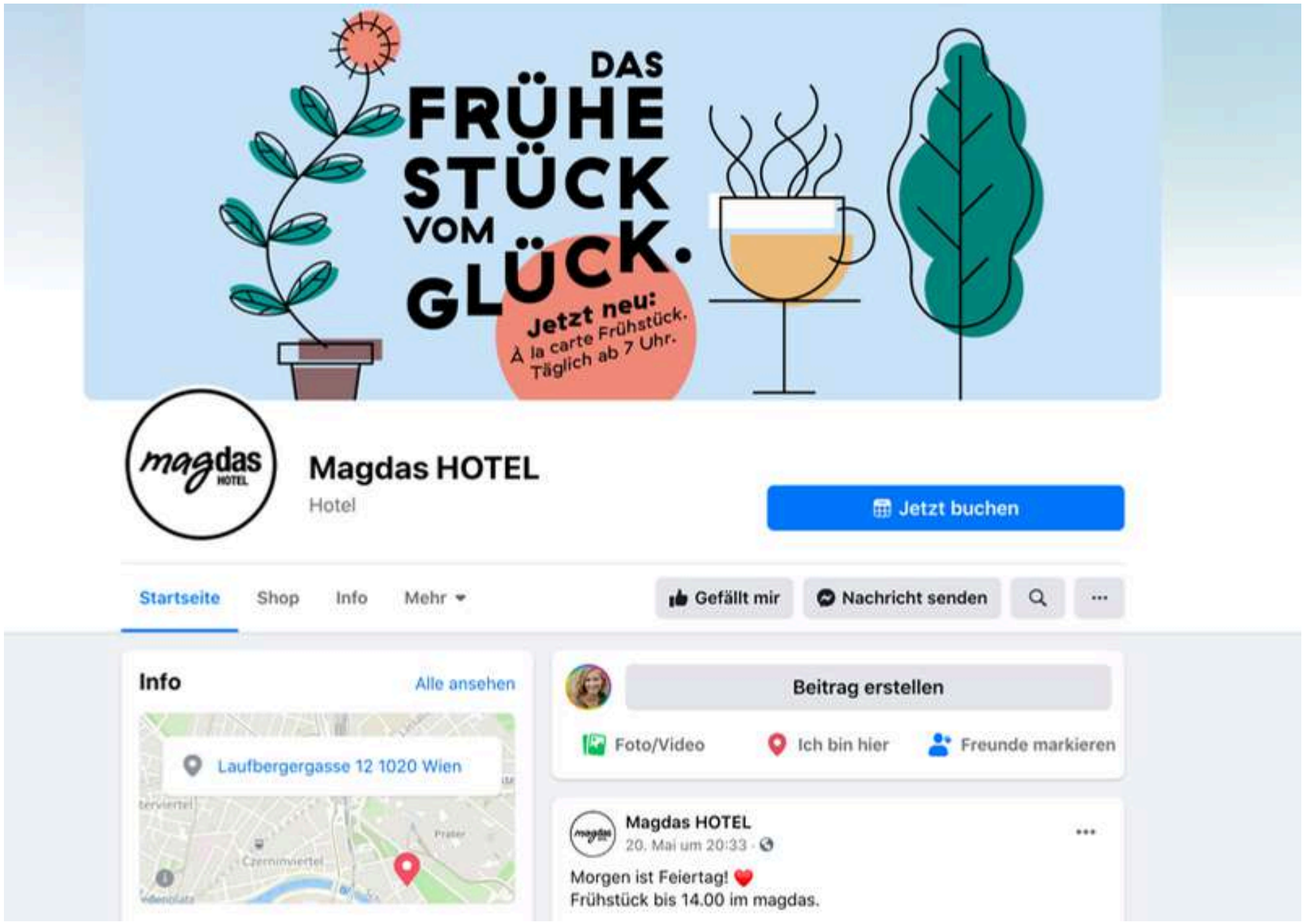
Instagram Business,
https://business.instagram.com

PROFILE (Private)

PROFILE (Extern)

BASICS

PAGE



PROFIL (Private)

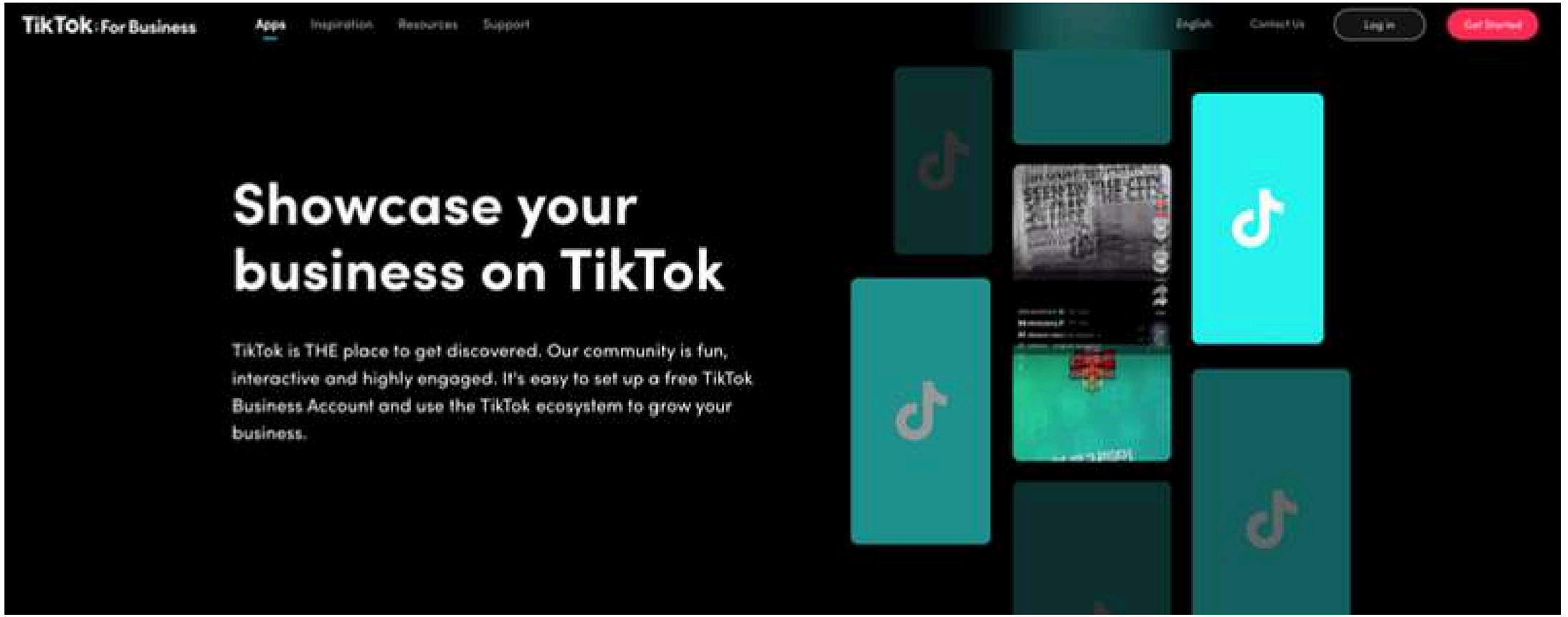
GRUPPE (Intern)

PAGE (Extern)

Facebook Pages,
https://www.facebook.com/business/pages

BASICS

PROFILE



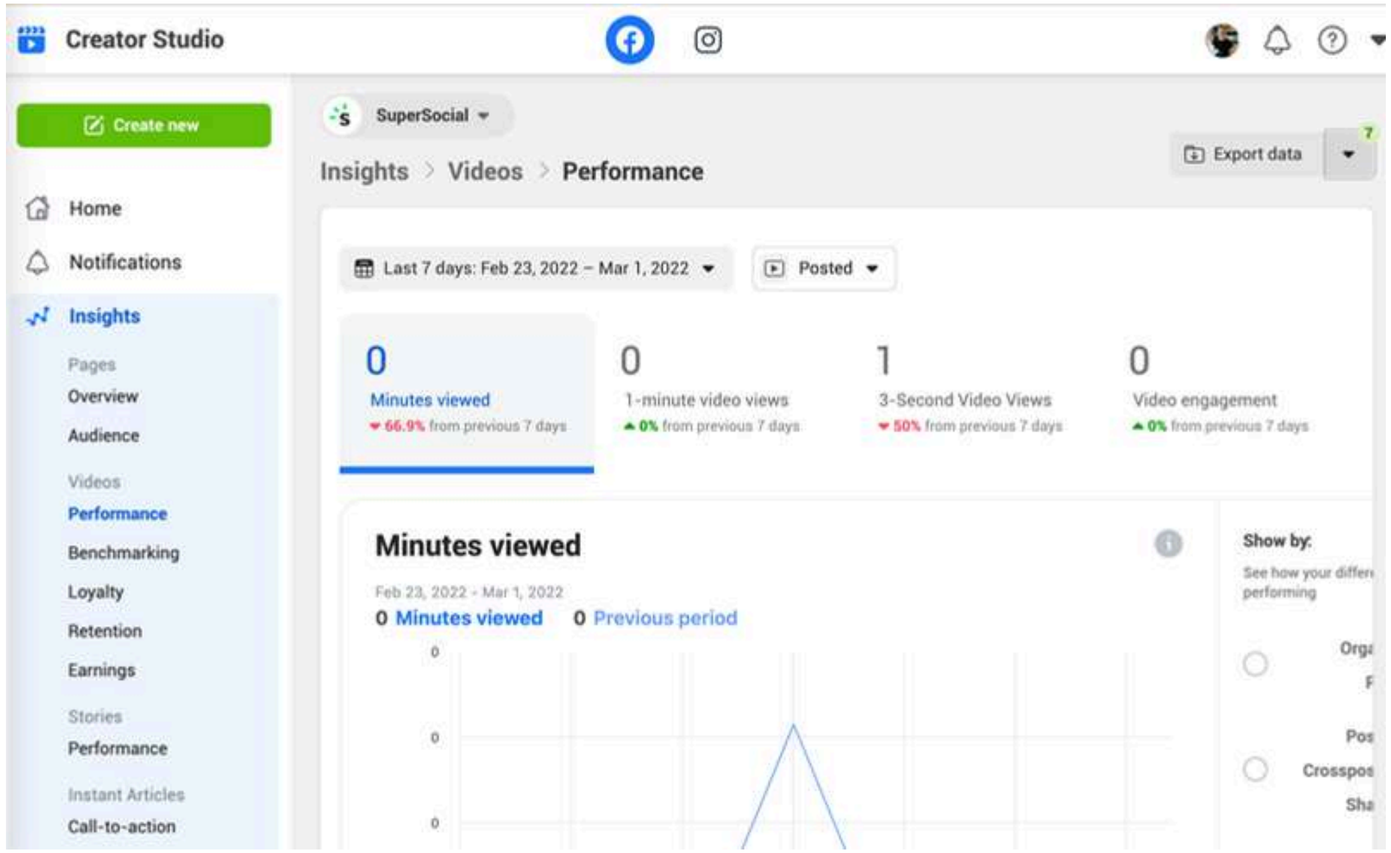
TikTok Business,
https://www.tiktok.com/business/en/apps/business-account

PROFILE (Private)

PROFILE (Extern)

KPI

INSIGHTS & REPORTING



All about Facebook Insights
https://www.facebook.com/help/794890670645072

Formeln:
Post Organic Reach (Spalte J) / Posts = Post Organic Reach Ø
Post Organic Reach Ø *100 / Seitenlikes = Ø Reichweite auf Seitenlikes
Engaged User (Spalte O) / Posts = Engaged User Ø
Engaged User Ø *100 / Seitenlikes = Ø engaged User auf Seitenlikes
Engaged User Ø *100 / Post Organic Reach Ø = Ø Interaktion auf Post Organic Reach

Reporting

- Calculate average numbers
- Save best 3 posts per month per channel in a slide with links
- Save worst 3 posts per month per channel in a slide with links
- Create yearly comparison
- Create content theses (cookbook)

THE ALGORITHMS

THE ALGORITHMS

Facebok, Instagram & TikTok

THE ALGORITHM

ORGANIC REACH

2025	Average FB Reach
International	1.6 %

2025	Average Insta Reach
International	3.5%

Hootsuite 2025,
https://hootsuite.com/pages/digital-2020#c-192448, https://www.socialinsider.io/blog/social-media-reach

THE ALGORITHM

HOW & WHY

$$\text{News Feed Visibility*} = I \times P \times C \times T \times R \times T$$

Interest Post Creator Type Recency Topic

I	P	C	T	R	T
Interest of the user in the creator	Post‘s performance among other postings and users.	Performance of past posts in the last 28 days	Type of the posting (status, photo, link)	How new is the post	Topic Relationship

*simplified equation. Meta alone looks at roughly 100000 high-personalized factors when determining what is shown.

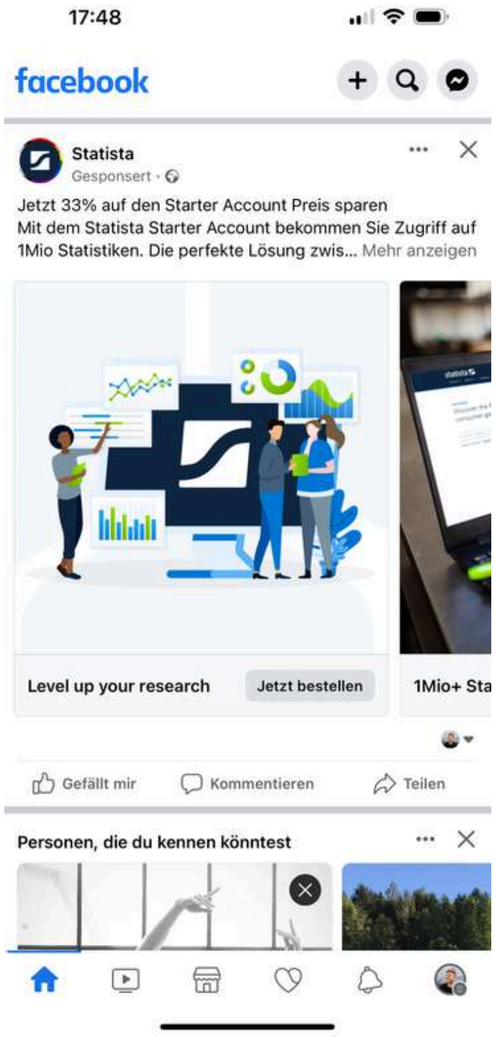
Facebook Algorithm Factors
https://allfacebook.de/pages/facebook-newsfeed-algorithmus-faktoren

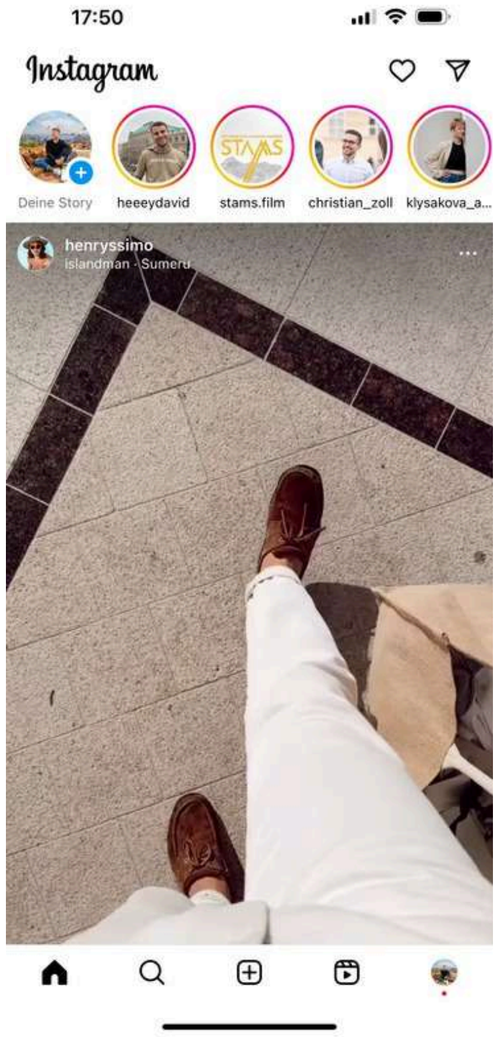
THE ALGORITHM

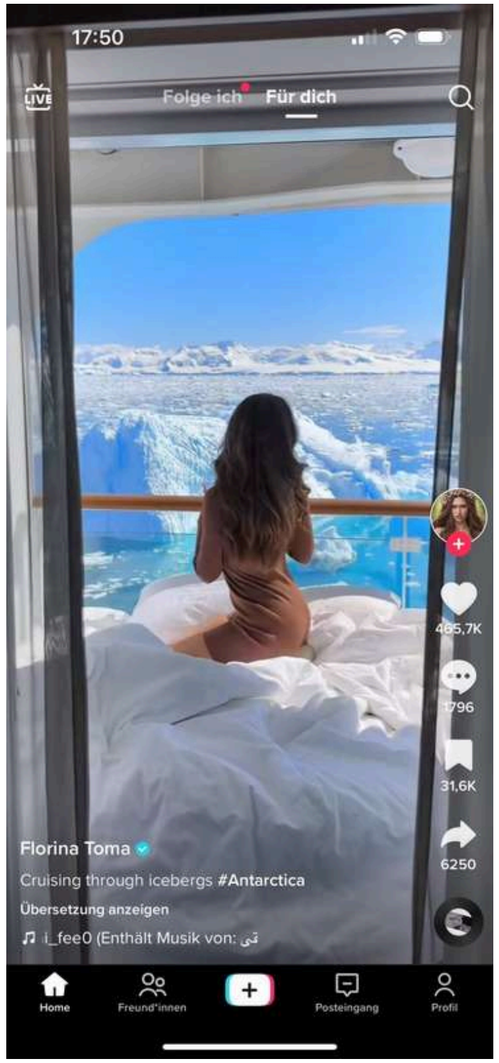
NEWSFEEDS

News Feed Visibility* = **I** x **P** x **C** x **T** x **R** x **T**

Interest Post Creator Type Recency Topic





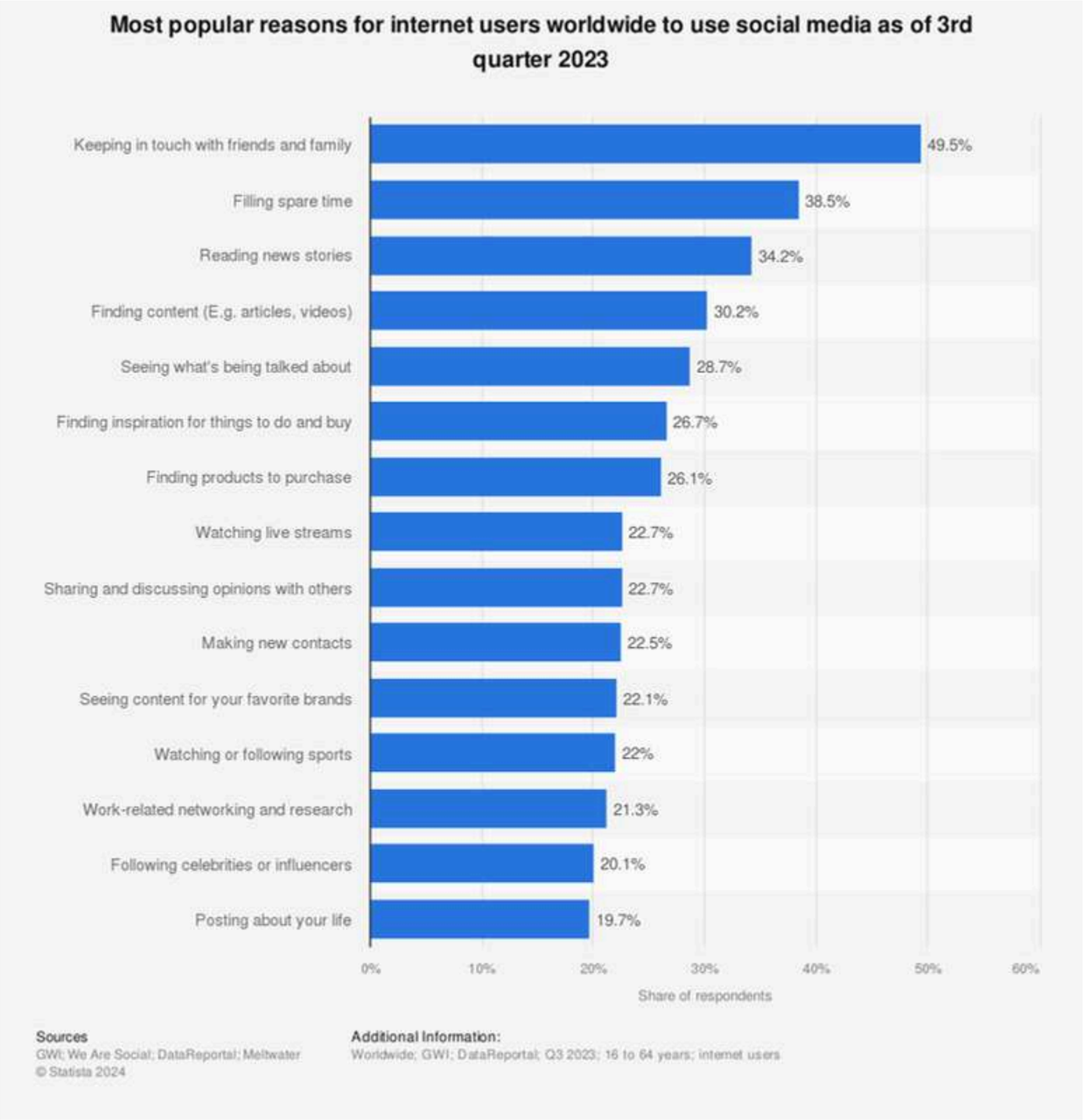


CONTENT & STORYTELLING

CONTENT & STORYTELLING

CONTENT & STORYTELLING

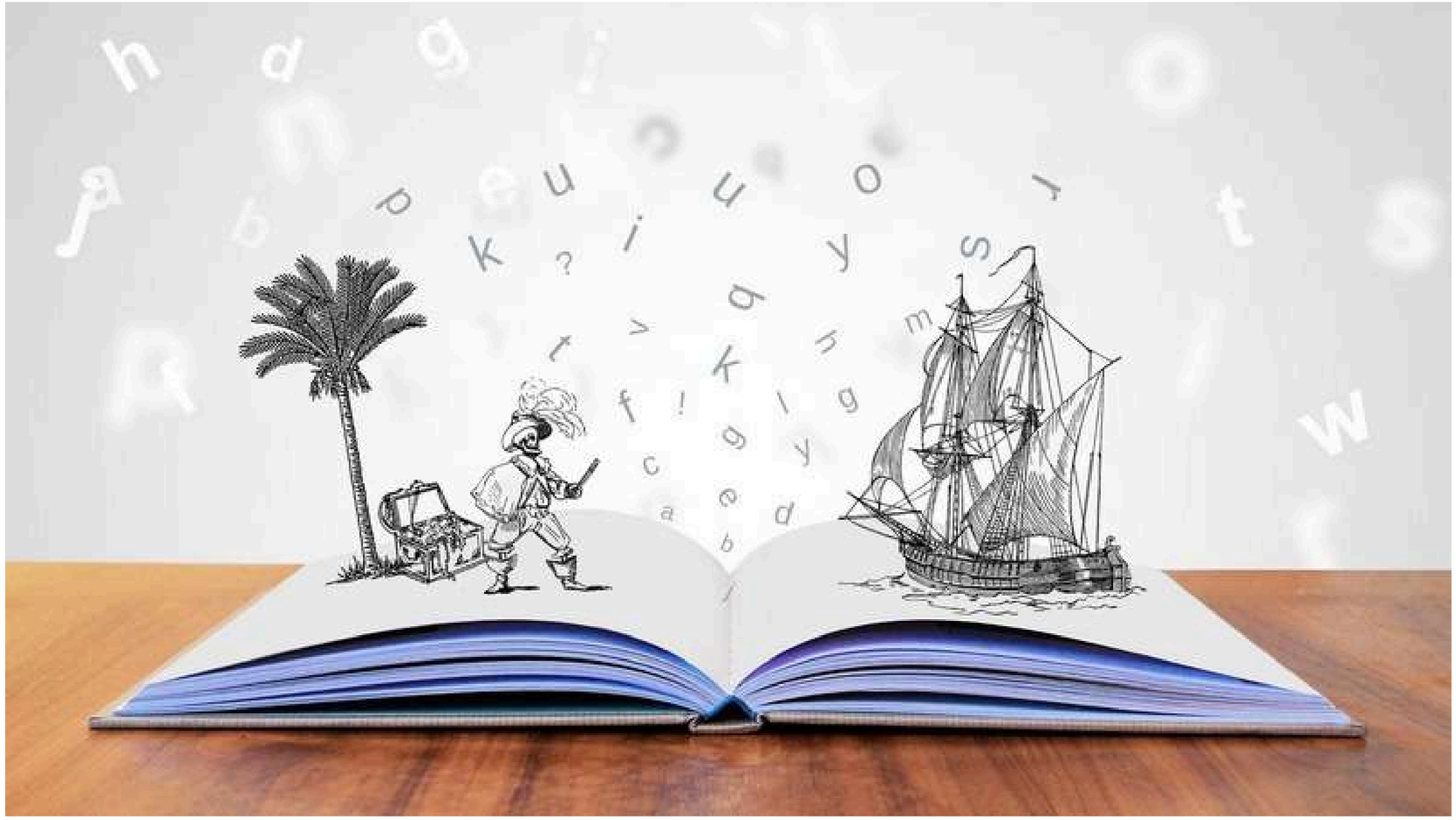
REASONS



Statista 2023
https://www.statista.com/statistics/715449/social-media-usage-reasons-worldwide

CONTENT & STORYTELLING

TELLING



- **We love stories**
- **Emotions, emotions, emotions**
- **Value over advertising**

CONTENT & STORYTELLING

CHECKLISTE

Helpful
Offer useful, valuable content.

Entertaining
Use humor, for example, to evoke positive emotions.

Authentic
Reflect values without overdesigning.

Quality
Choose .png images under 1 MB for better quality.

/ Formats
Prefer videos and images over links.

Legal
Use original content, comply with GDPR.

Conversation
Engage with questions, calls to action, and responses.

Emotions
Use 1-2 emojis or smileys for context.

KISS
Keep posts under 100 characters, simple.

Engagement
Occasionally tag people/pages.

Goal
Understand and utilize micro-targeting.

Diversity
Emphasize the importance of fairness, ethics, and representation.

Hashtags
Use about 3 hashtags, avoid repetitions.

Mobile
First Optimize for mobile users.

Brand
Ensure posts align with your brand.

Find the Match
Find the balance between your message, audience preferences, and platform capabilities.

CONTENT & STORYTELLING

CONTENT PLANING

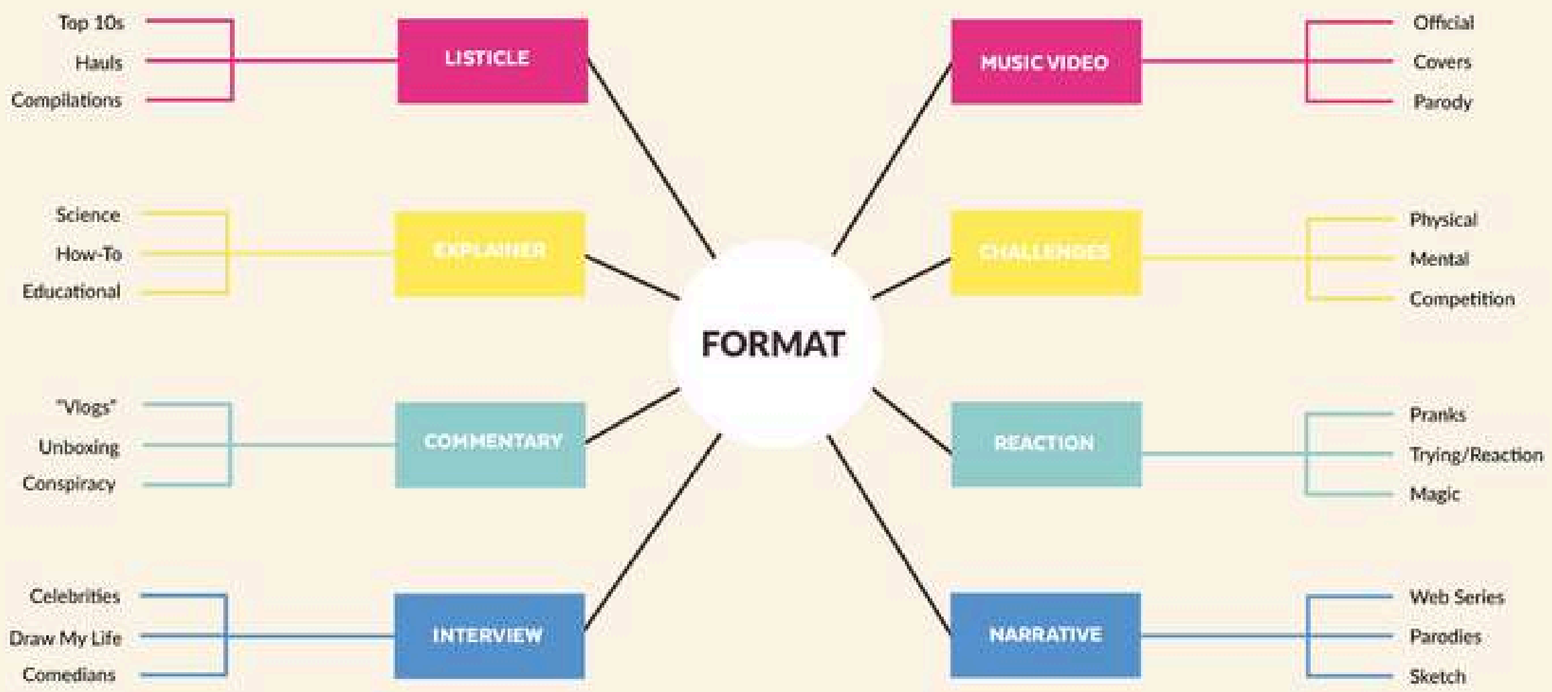


When and what

- **Plan ahead**
- **Find relevance synergies**

CONTENT & STORYTELLING

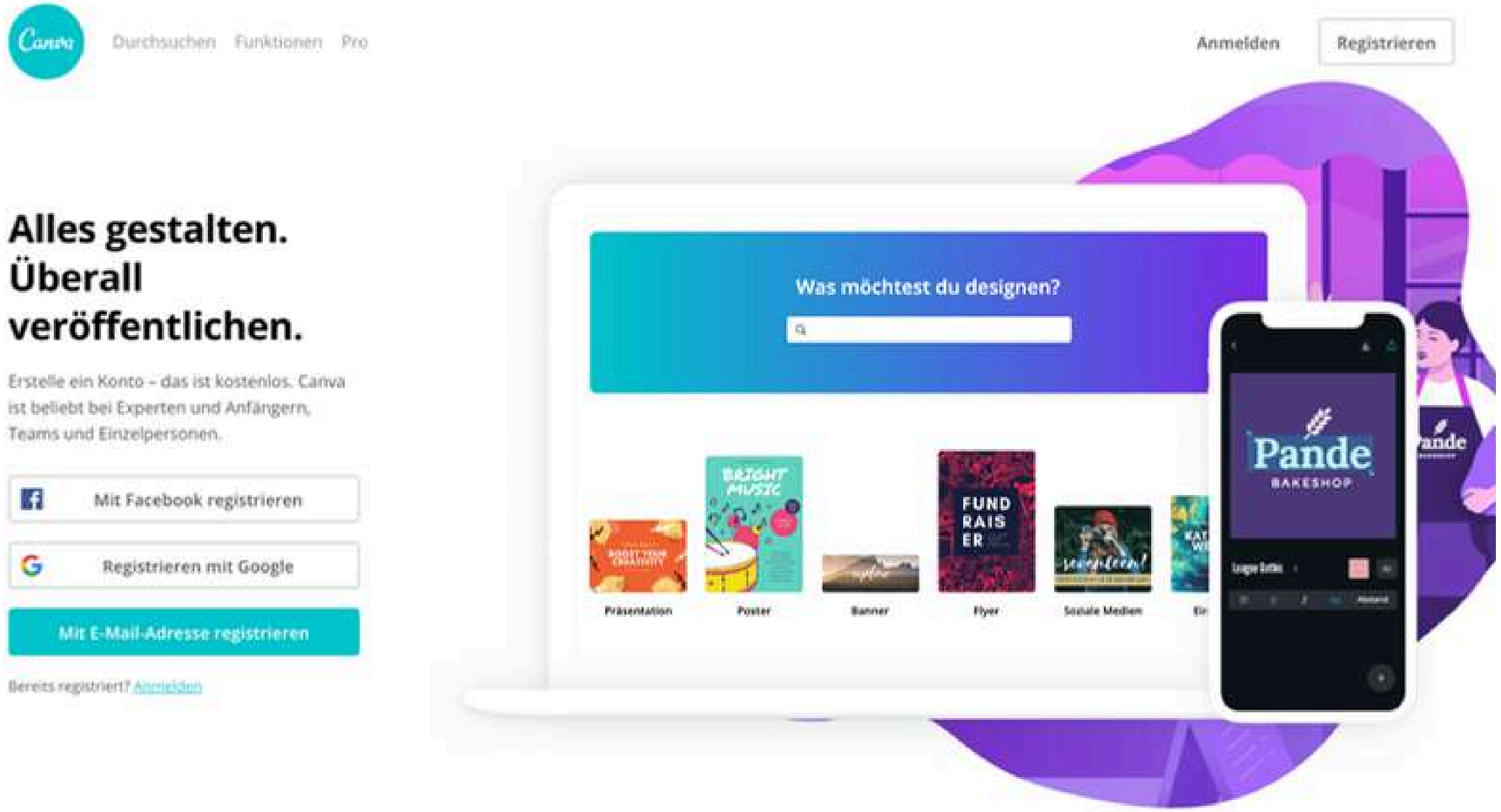
CONTENT FORMATS



Quelle: Little Monster Media Co

CONTENT & STORYTELLING

TOOL TIP: CANVA



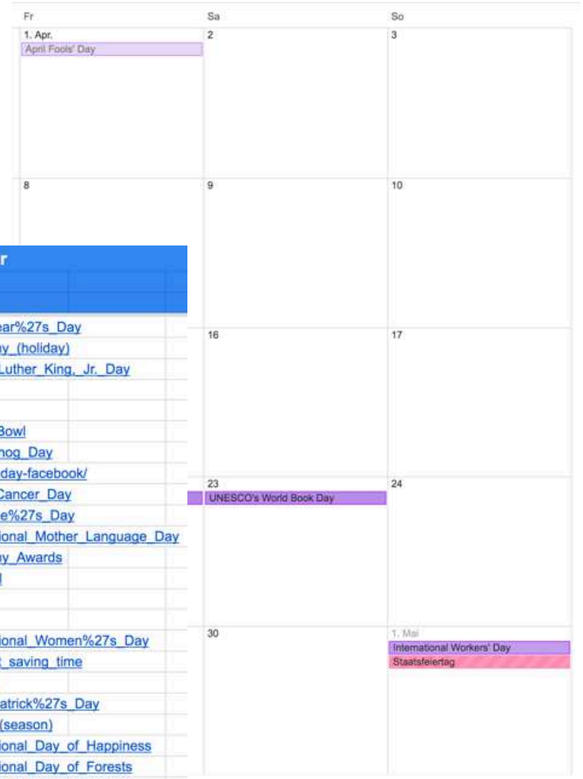
Canva
https://www.canva.com

CONTENT & STORYTELLING

CALENDAR







Contentify International / USA Calendar

Calendar	Event	Relevance	Flexible Date	Source
1	New Year's Day	INT		https://en.wikipedia.org/wiki/New_Year%27s_Day
6	Epiphany	INT		https://en.wikipedia.org/wiki/Epiphany_(holiday)
15	Martin Luther King's Day	USA	X	https://en.wikipedia.org/wiki/Martin_Luther_King,_Jr._Day
February				
1	Super Bowl	USA		https://en.wikipedia.org/wiki/Super_Bowl
2	Groundhog Day	USA		https://en.wikipedia.org/wiki/Groundhog_Day
4	Facebook Day	INT		http://time.com/3686124/happy-birthday-facebook/
4	World Cancer Day	INT		https://en.wikipedia.org/wiki/World_Cancer_Day
14	Valentine's Day	INT		https://en.wikipedia.org/wiki/Valentine%27s_Day
21	International Mother Language Day	INT		https://en.wikipedia.org/wiki/International_Mother_Language_Day
26	Academy Awards (Oscar)	INT	X	https://en.wikipedia.org/wiki/Academy_Awards
28	Carnival's Mardi Gras	INT	X	https://en.wikipedia.org/wiki/Carnival
March				
8	Women's Day	INT		https://en.wikipedia.org/wiki/International_Women%27s_Day
		USA	X	https://en.wikipedia.org/wiki/Daylight_saving_time
		INT		https://en.wikipedia.org/wiki/Pi_Day
		INT		https://en.wikipedia.org/wiki/Saint_Patrick%27s_Day
		hern Emisphere	X	https://en.wikipedia.org/wiki/Spring_(season)
		INT		https://en.wikipedia.org/wiki/International_Day_of_Happiness
		INT		https://en.wikipedia.org/wiki/International_Day_of_Forests
		INT		https://en.wikipedia.org/wiki/World_Poetry_Day
		INT		https://en.wikipedia.org/wiki/World_Water_Day

- HOT CONTENT: Only relevant on a specific day
- COLD CONTENT: Always relevant

CONTENT & STORYTELLING

ETHIC GUIDELINES

- **Fair**
- **Respect**
- **Responsible**
- **Moderate**
- **Clarity**
- **Transparent**
- **Polite**
- **Diverse**

PR ETHIK RAT

Ethics in Digital Communication 2018
http://www.prethikrat.at/wordpress_dev/wp-content/uploads/Code-of-Conduct-Digital-Communication_EN_Version-2.0.pdf

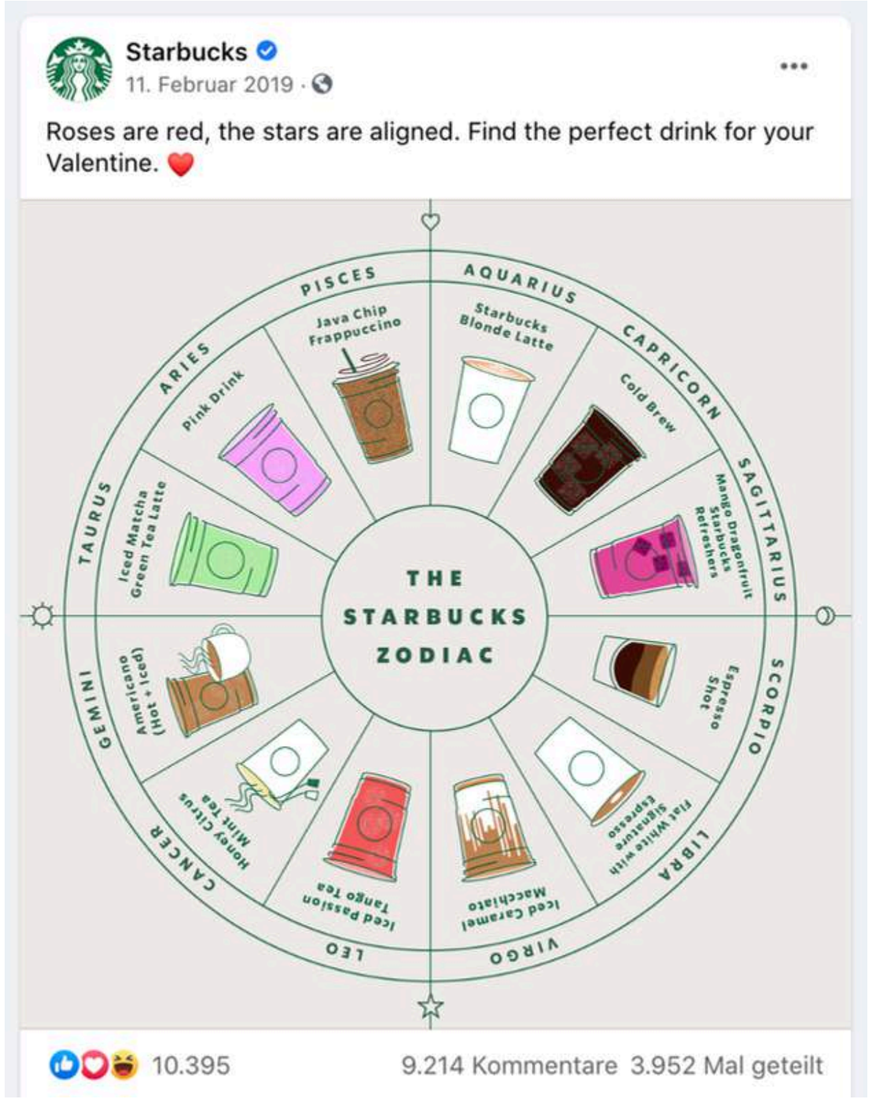




LGBTI Social Media Toolkit European Comission
https://ec.europa.eu/info/files/lgbti-equality-social-media-toolkit_en

CONTENT & STORYTELLING

BEST PRACTICES



https://www.facebook.com/Starbucks/posts/10157120963543057

CONTENT & STORYTELLING

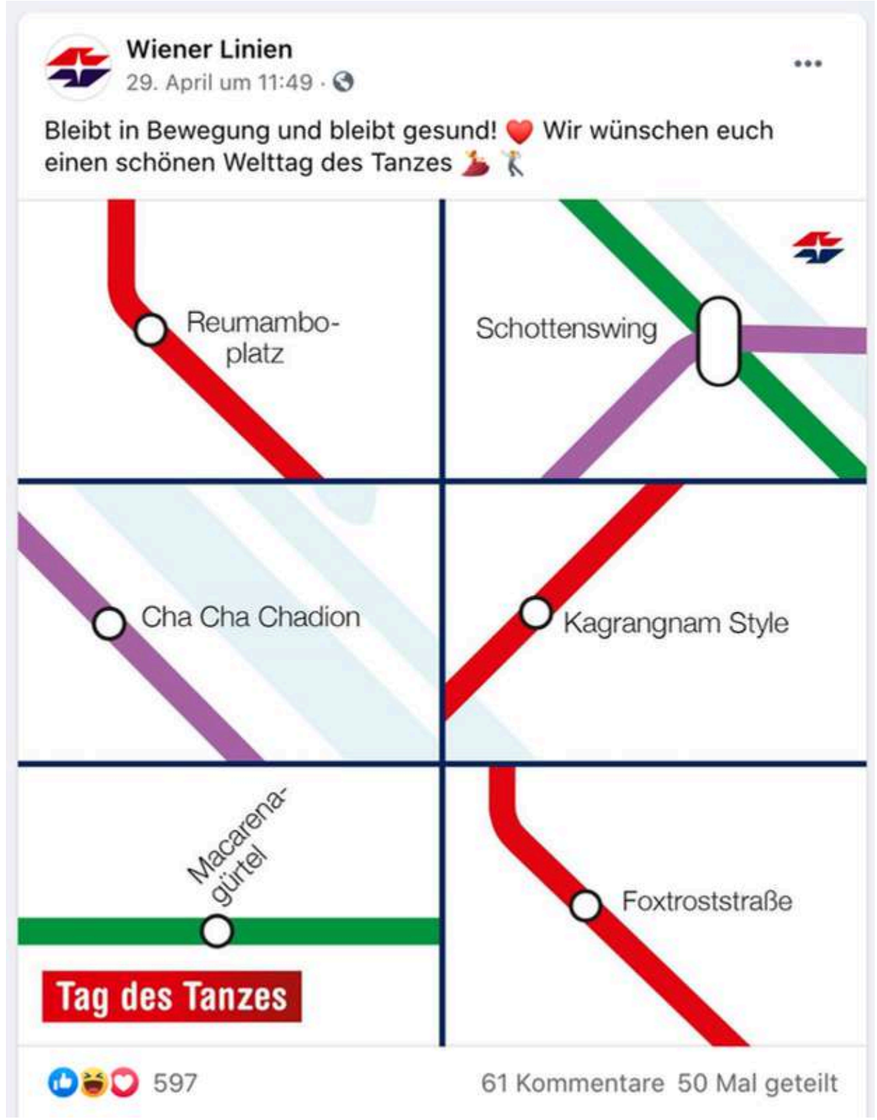
BEST PRACTICES



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CONTENT & STORYTELLING

BEST PRACTICES



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INFORMATION DESIGN

INFORMATION DESIGN

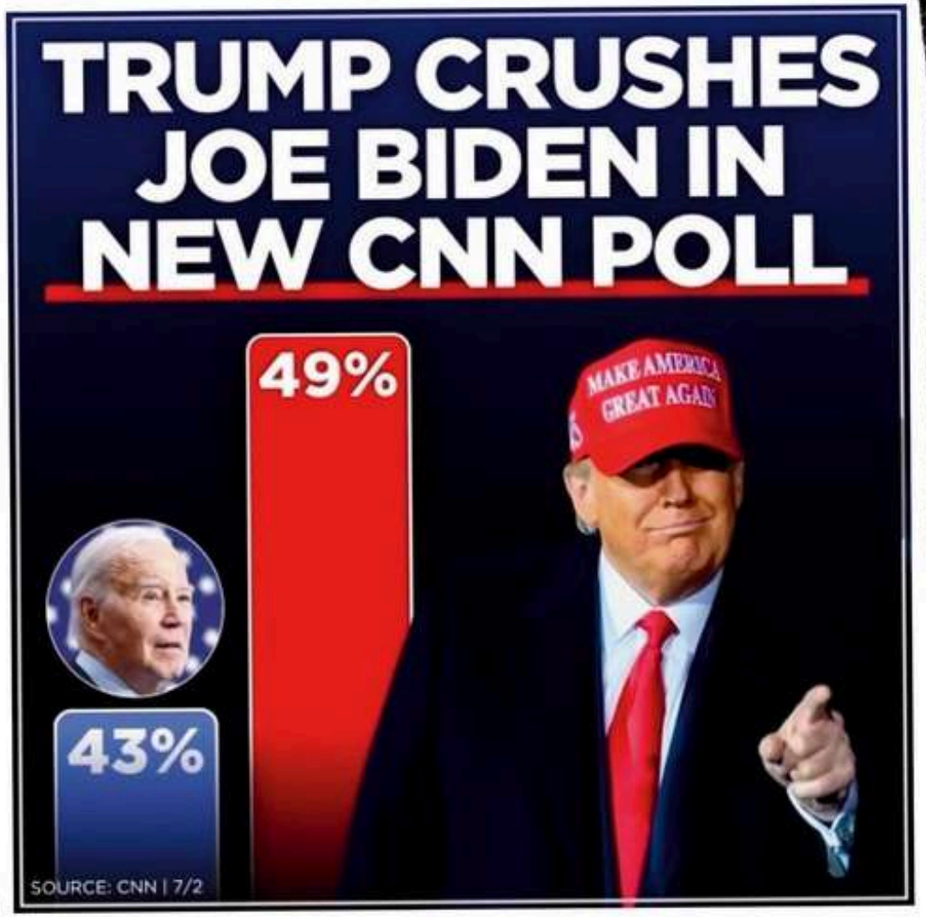

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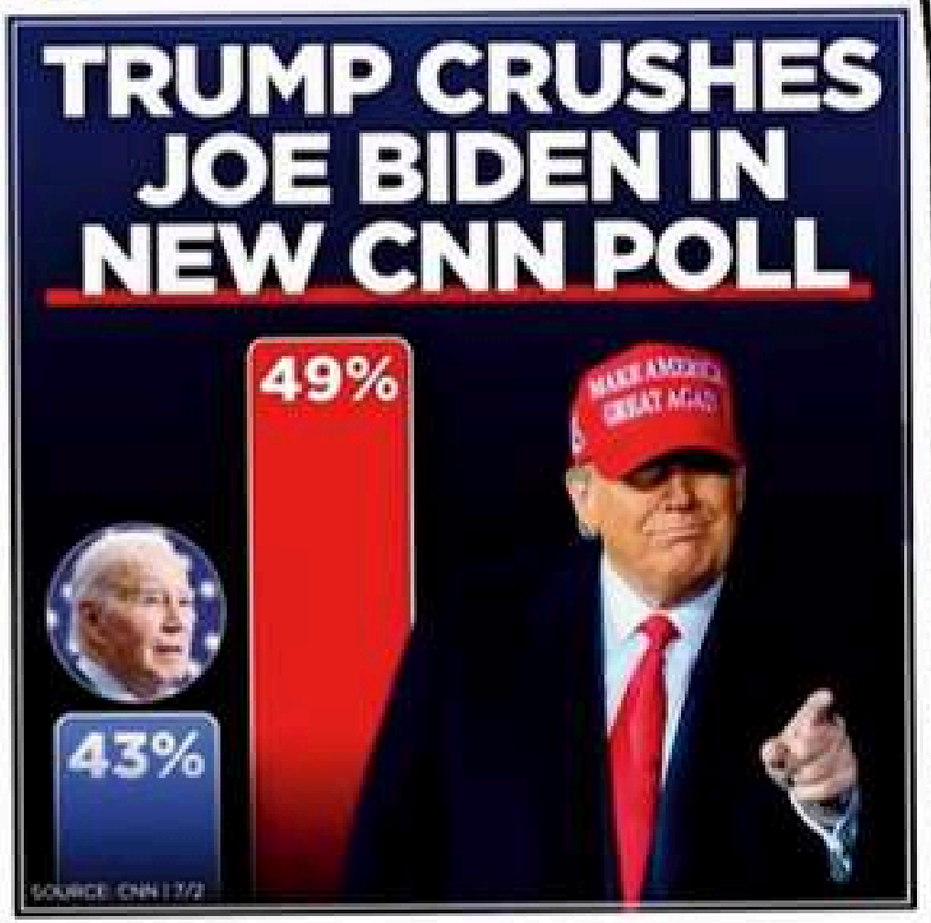

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realdonaldtrump



344 Tsd. 8.603 9.343

realdonaldtrump

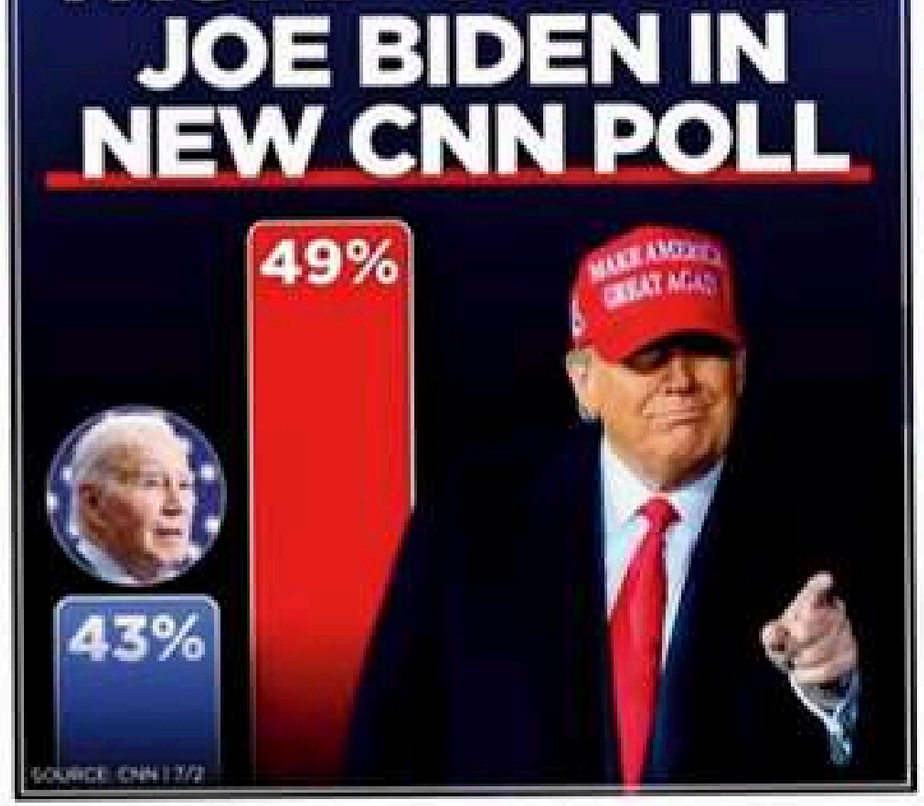


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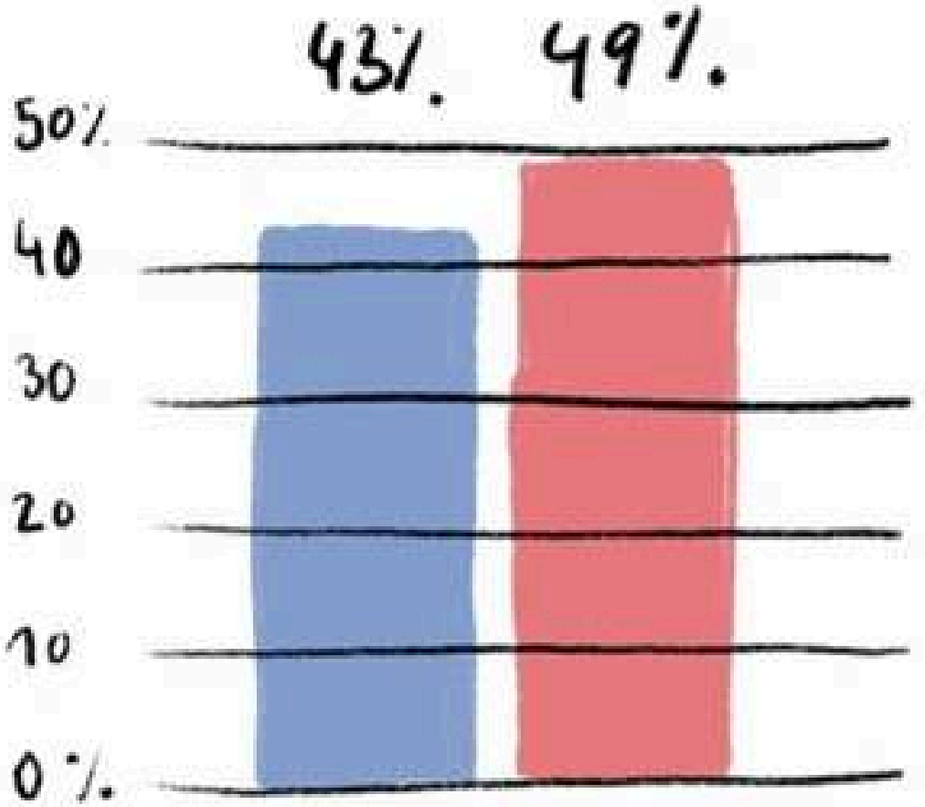


realdonaldtrump

TRUMP CRUSHES JOE BIDEN IN NEW CNN POLL

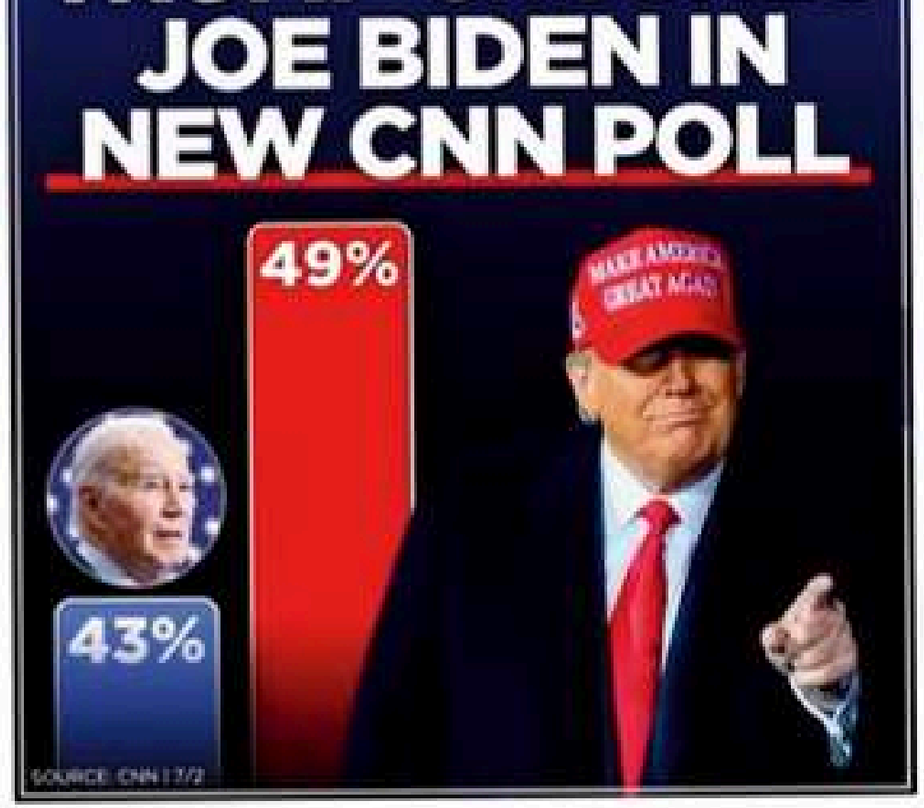


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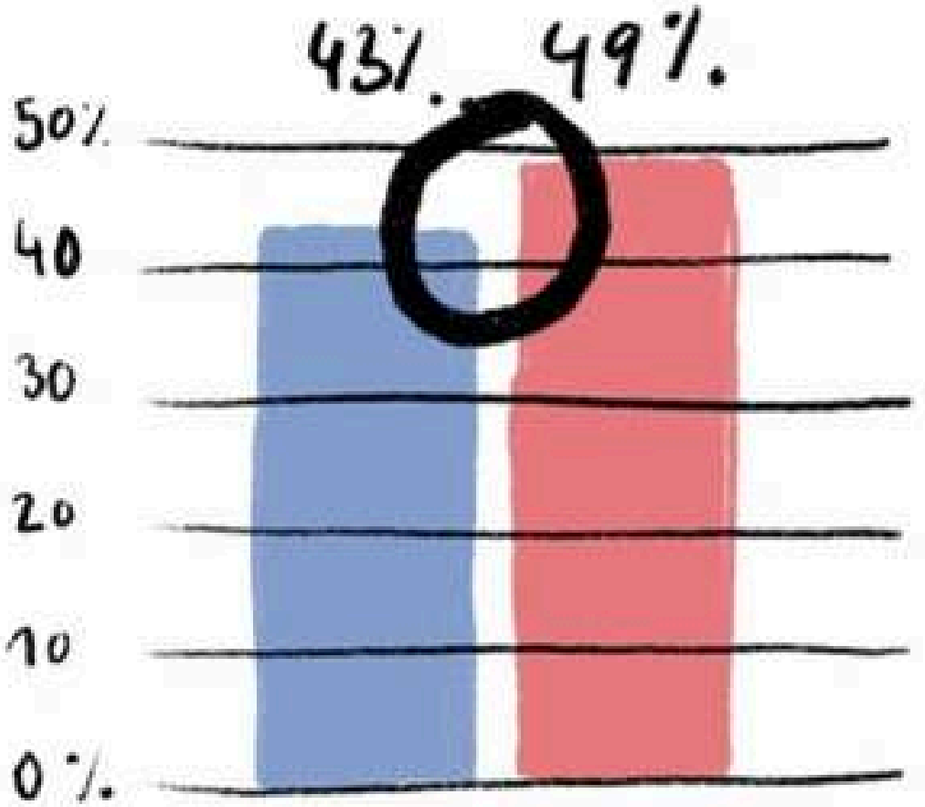


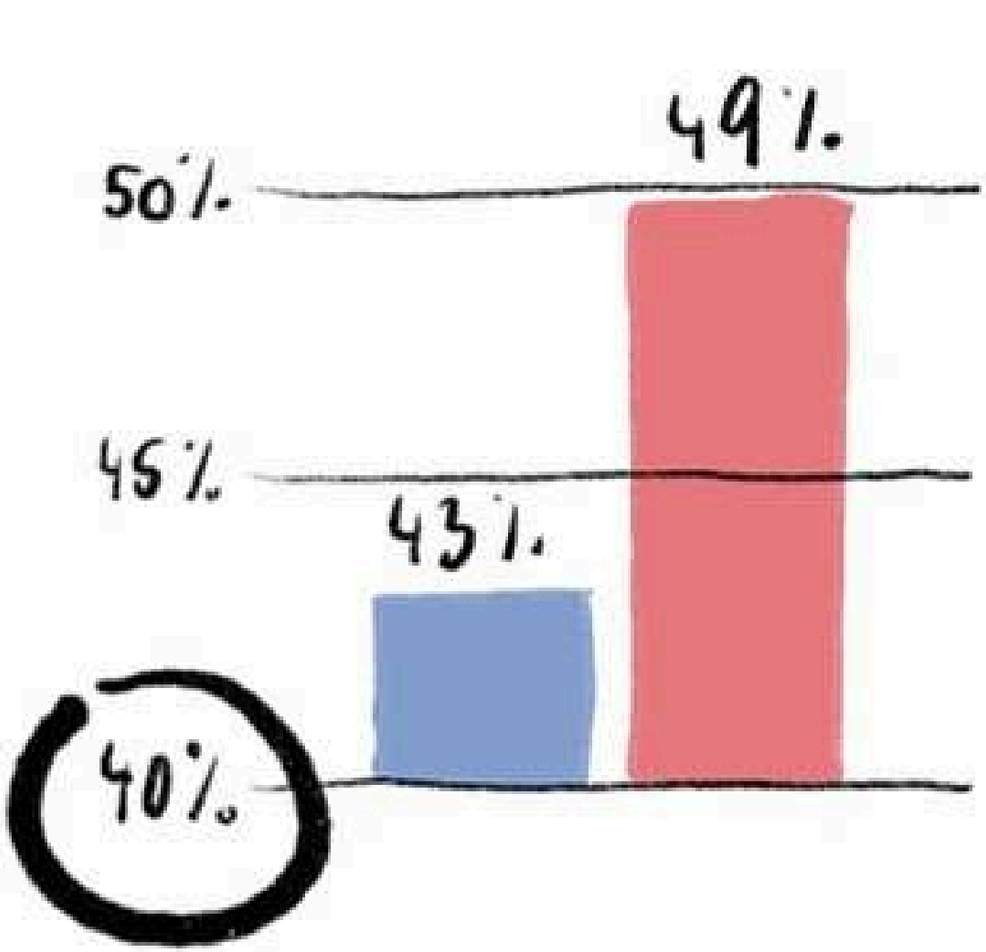
realdonaldtrump

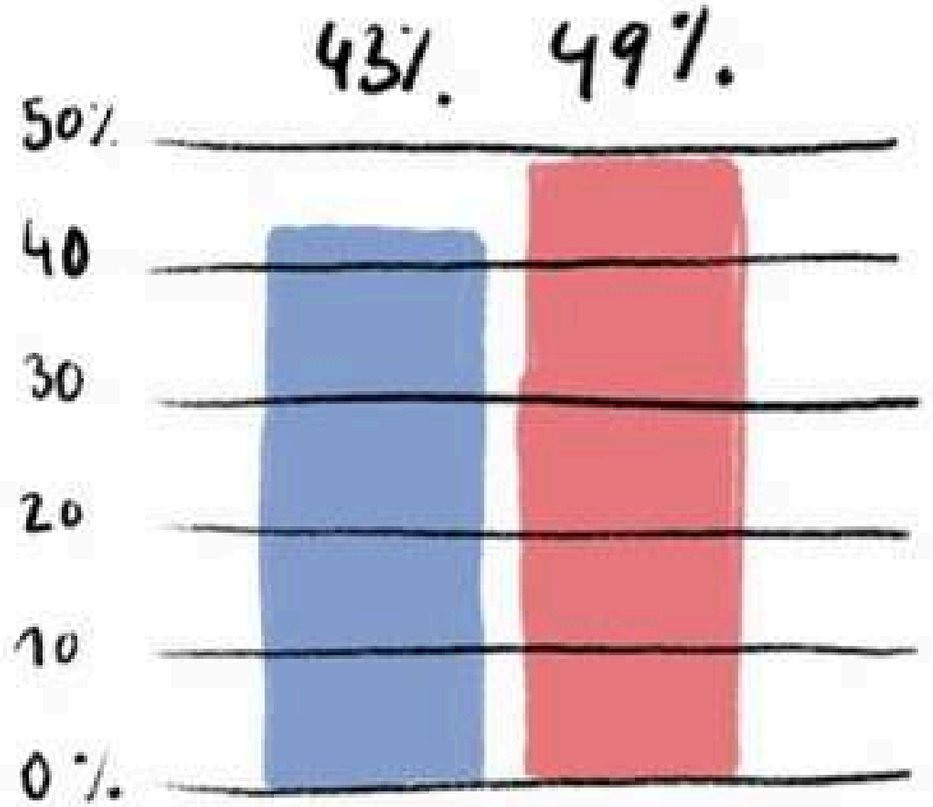
TRUMP CRUSHES JOE BIDEN IN NEW CNN POLL

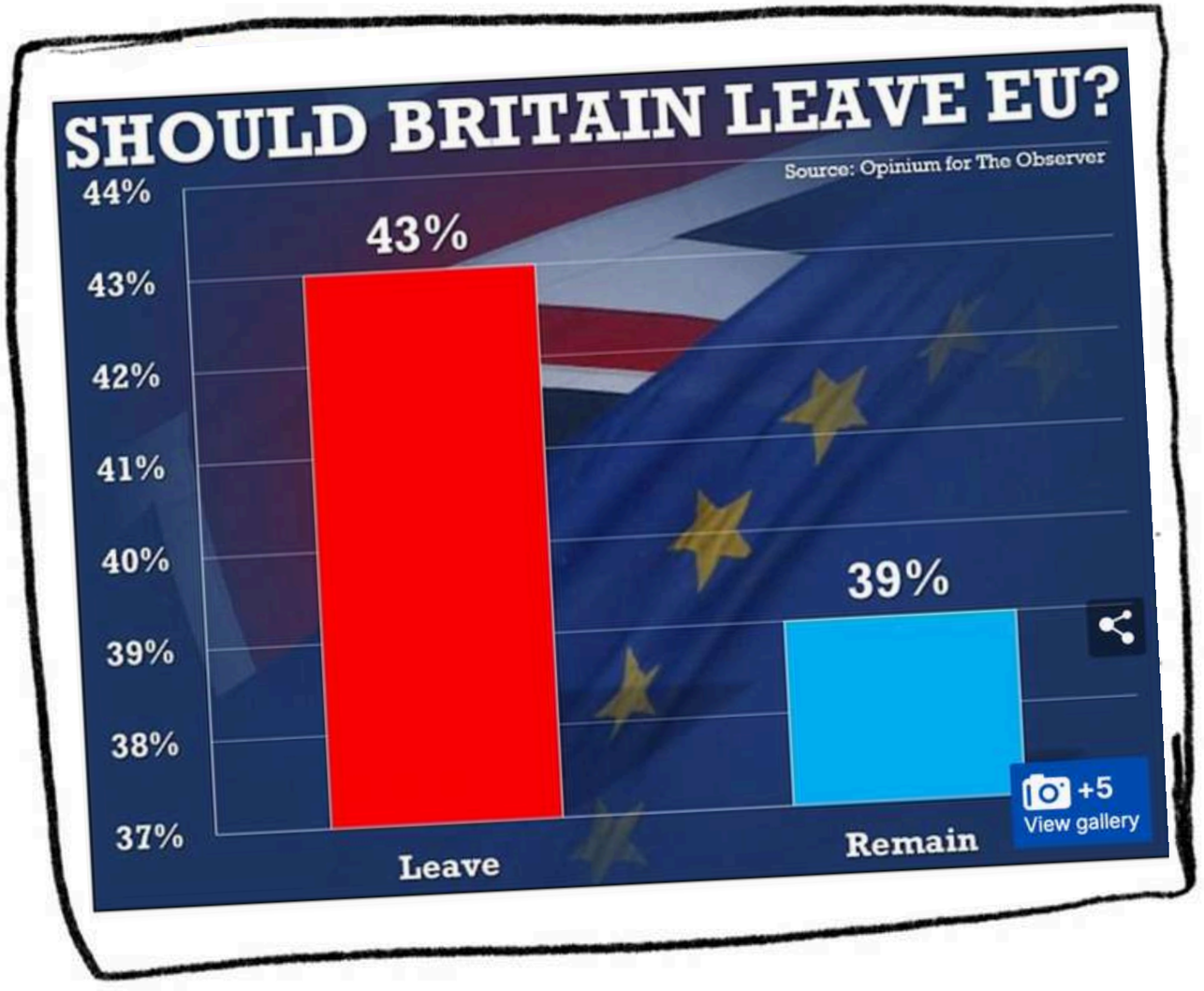


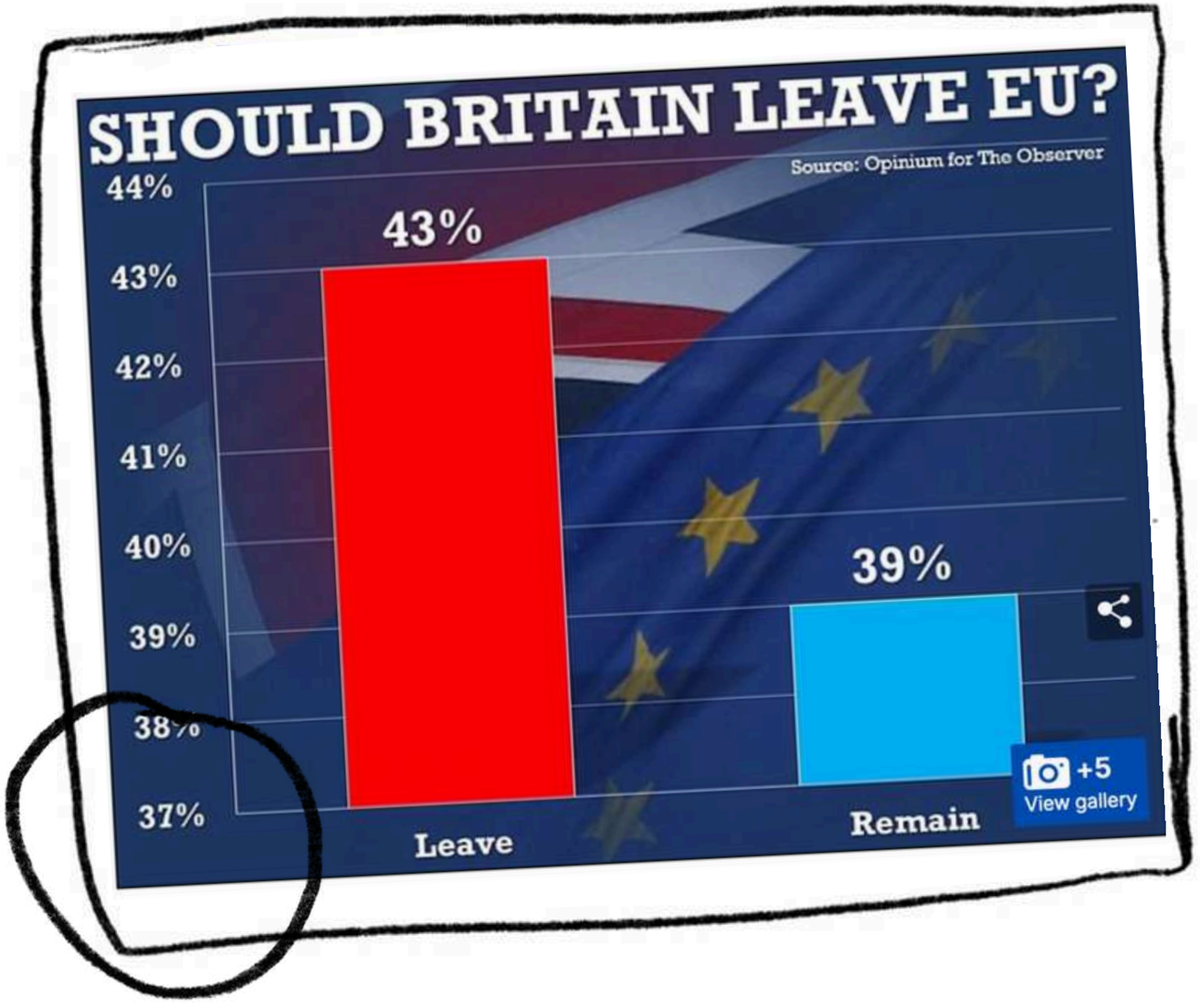
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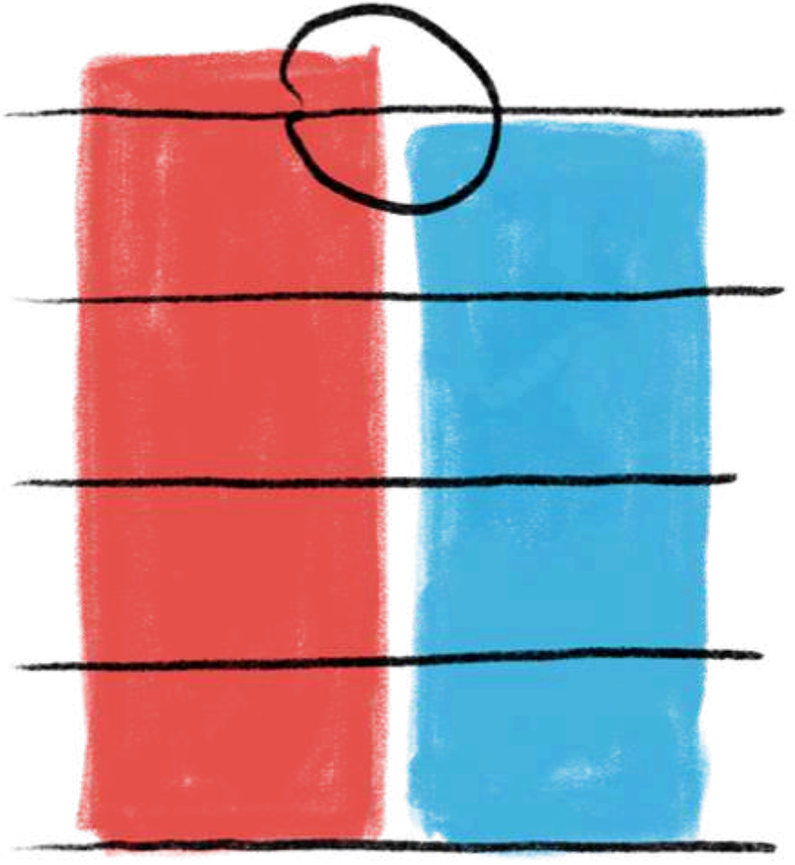



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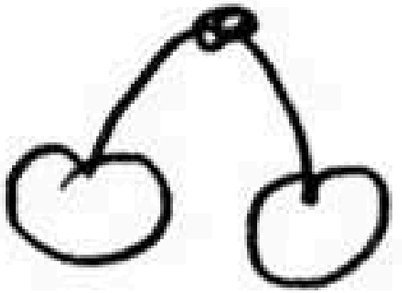

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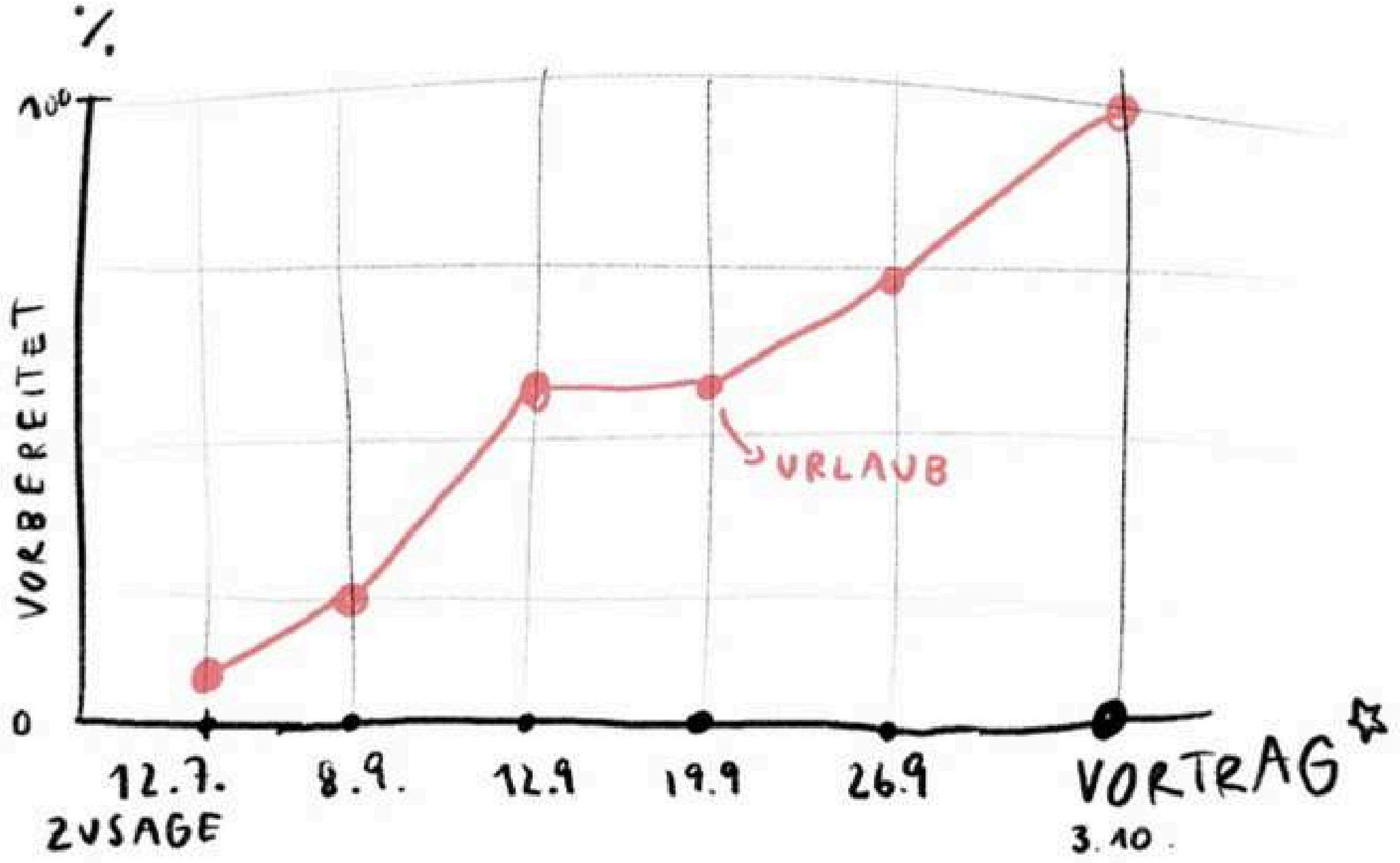

SHOULD BRITAIN LEAVE EU?
Source: Opinium for The Observer
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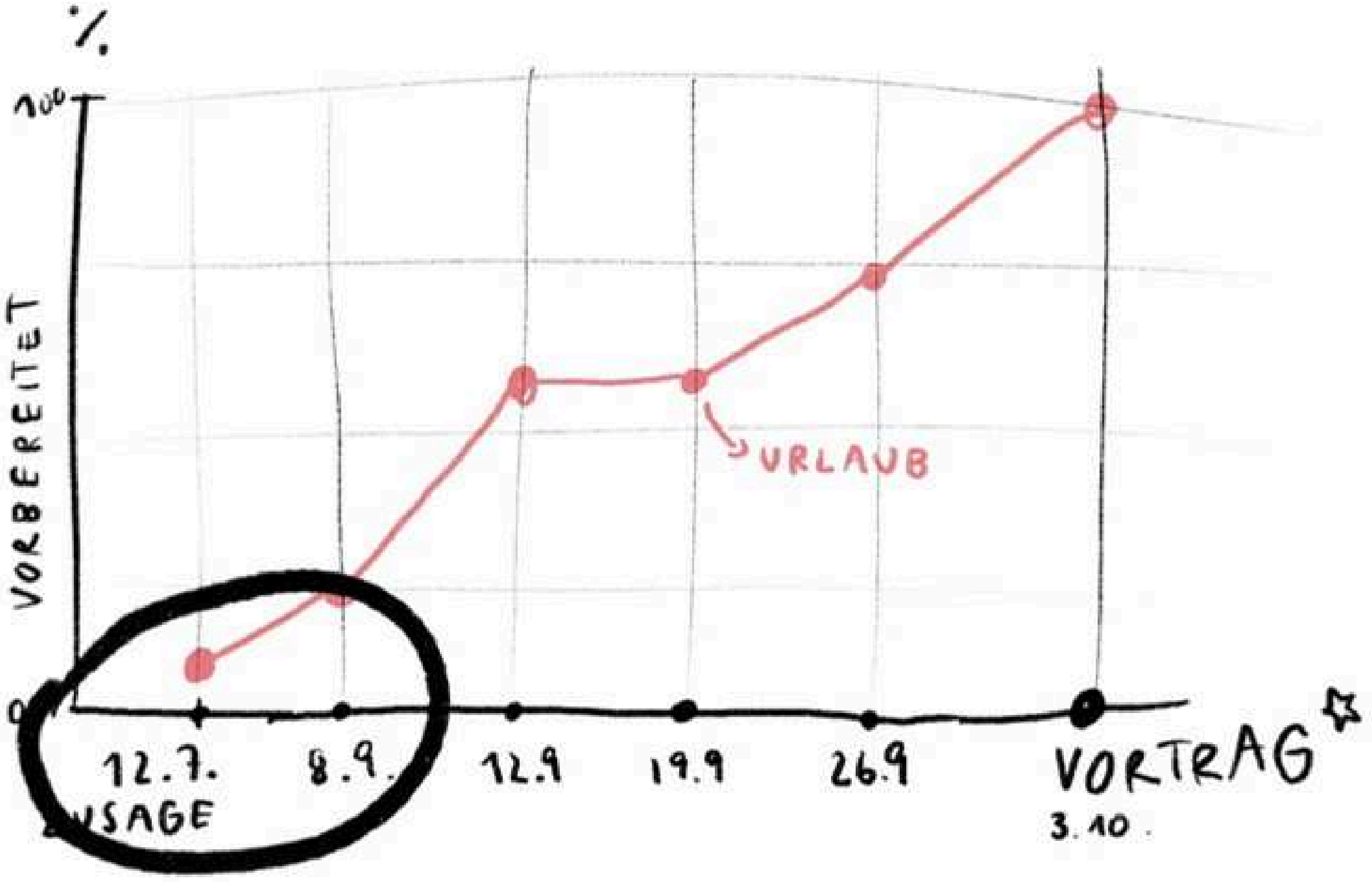

SHOULD BRITAIN LEAVE EU?
Source: Opinium for The Observer
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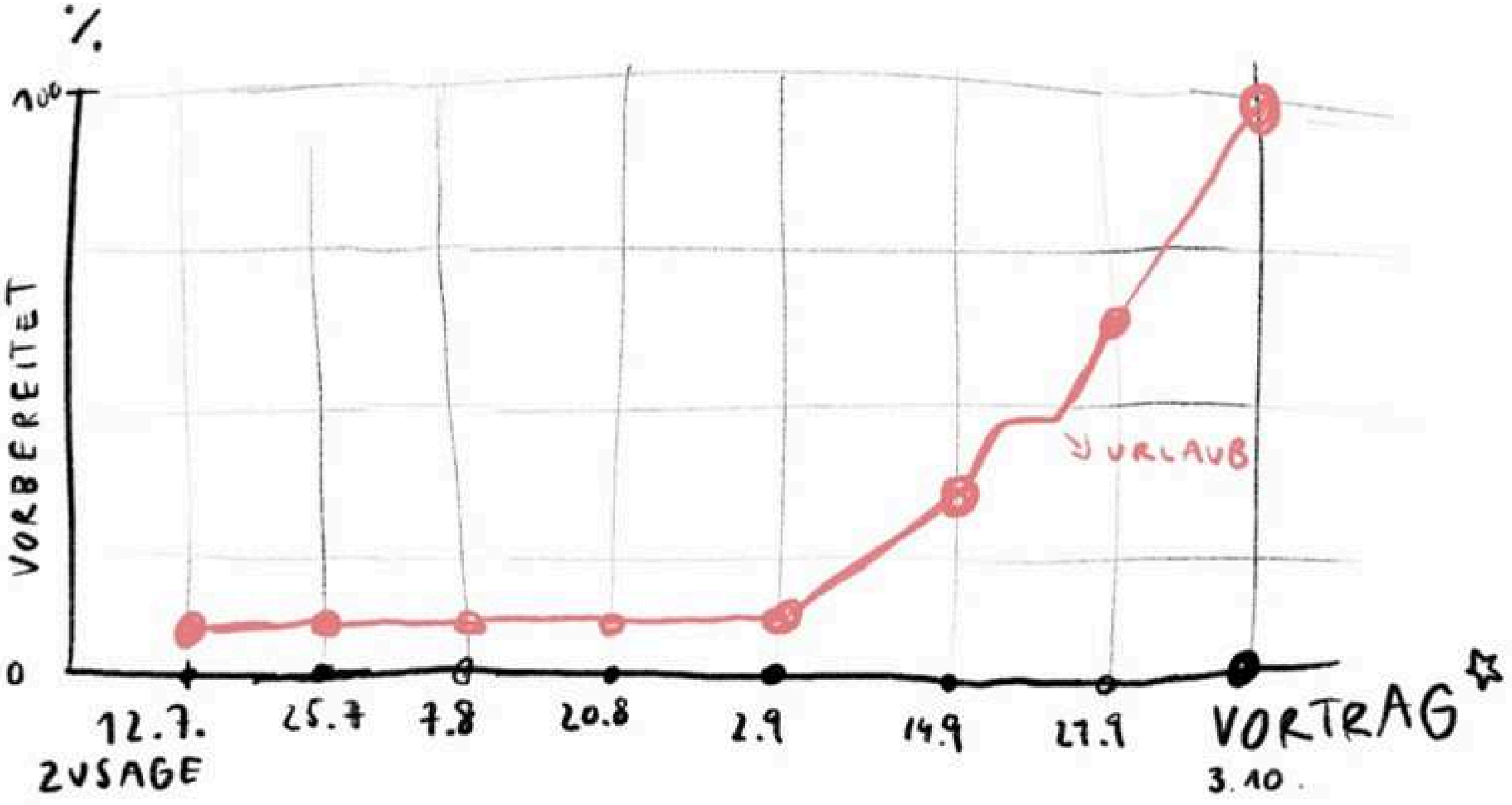


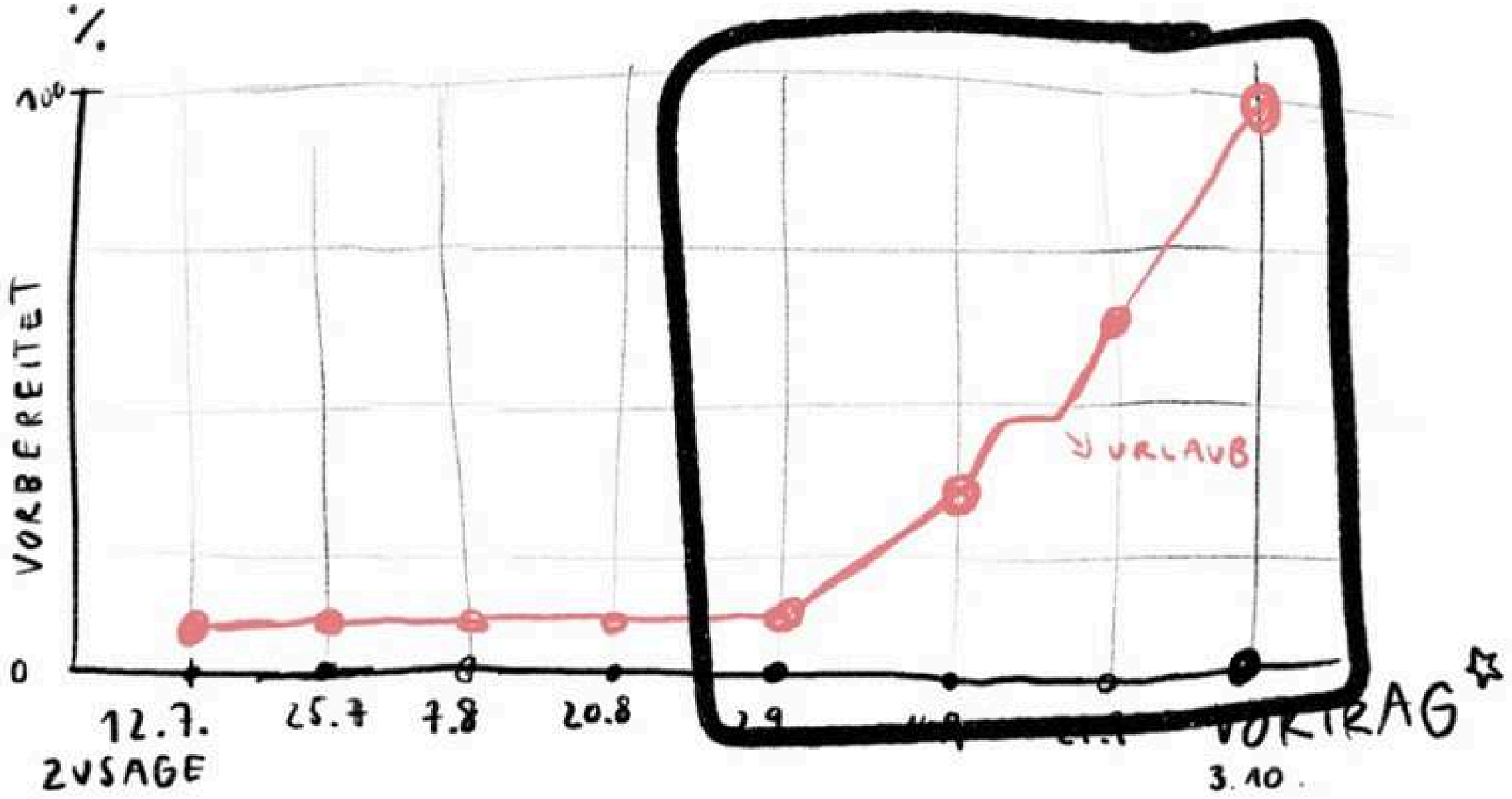
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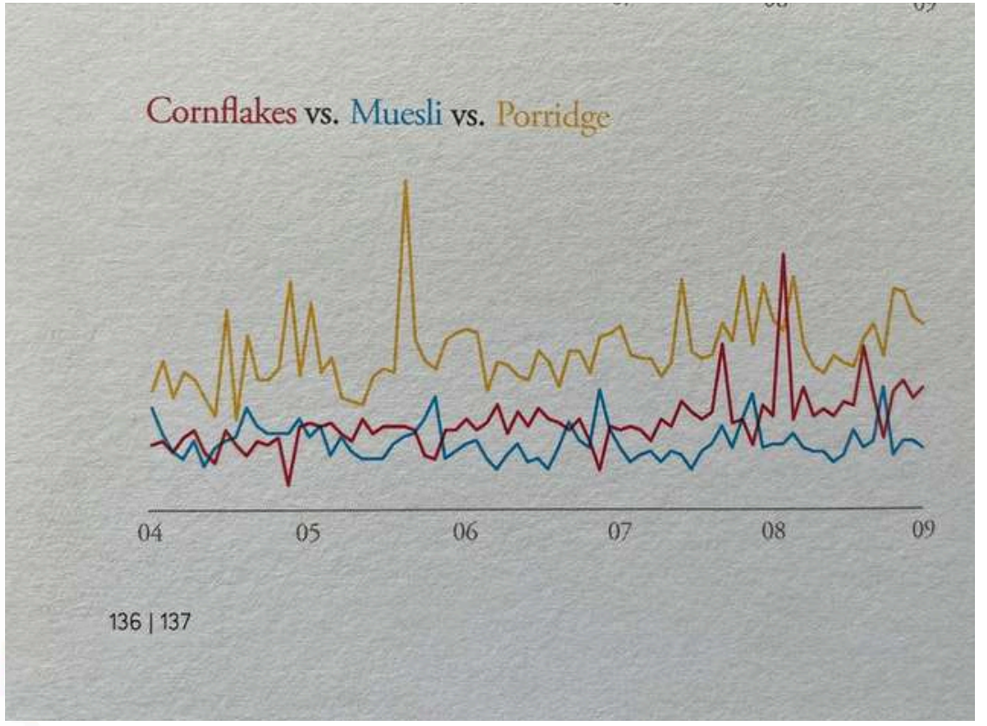



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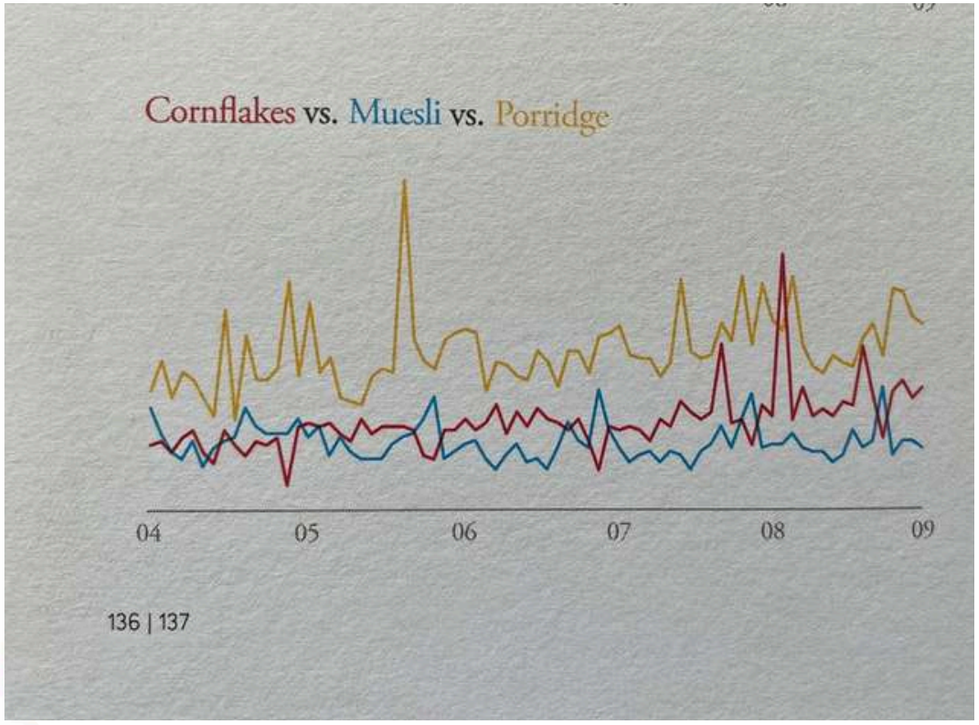

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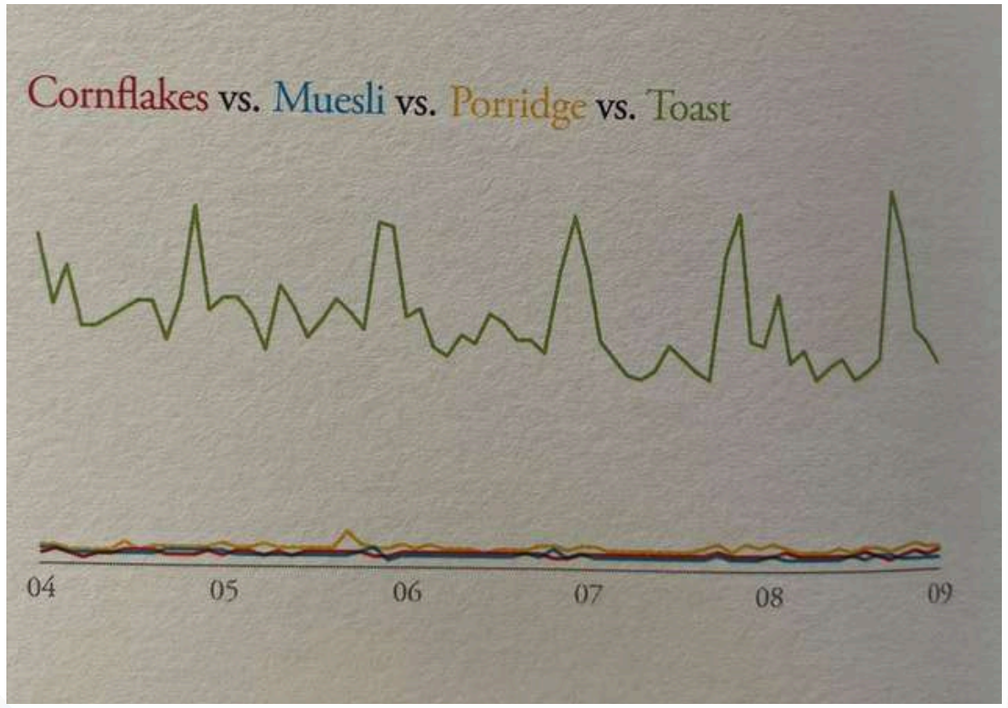

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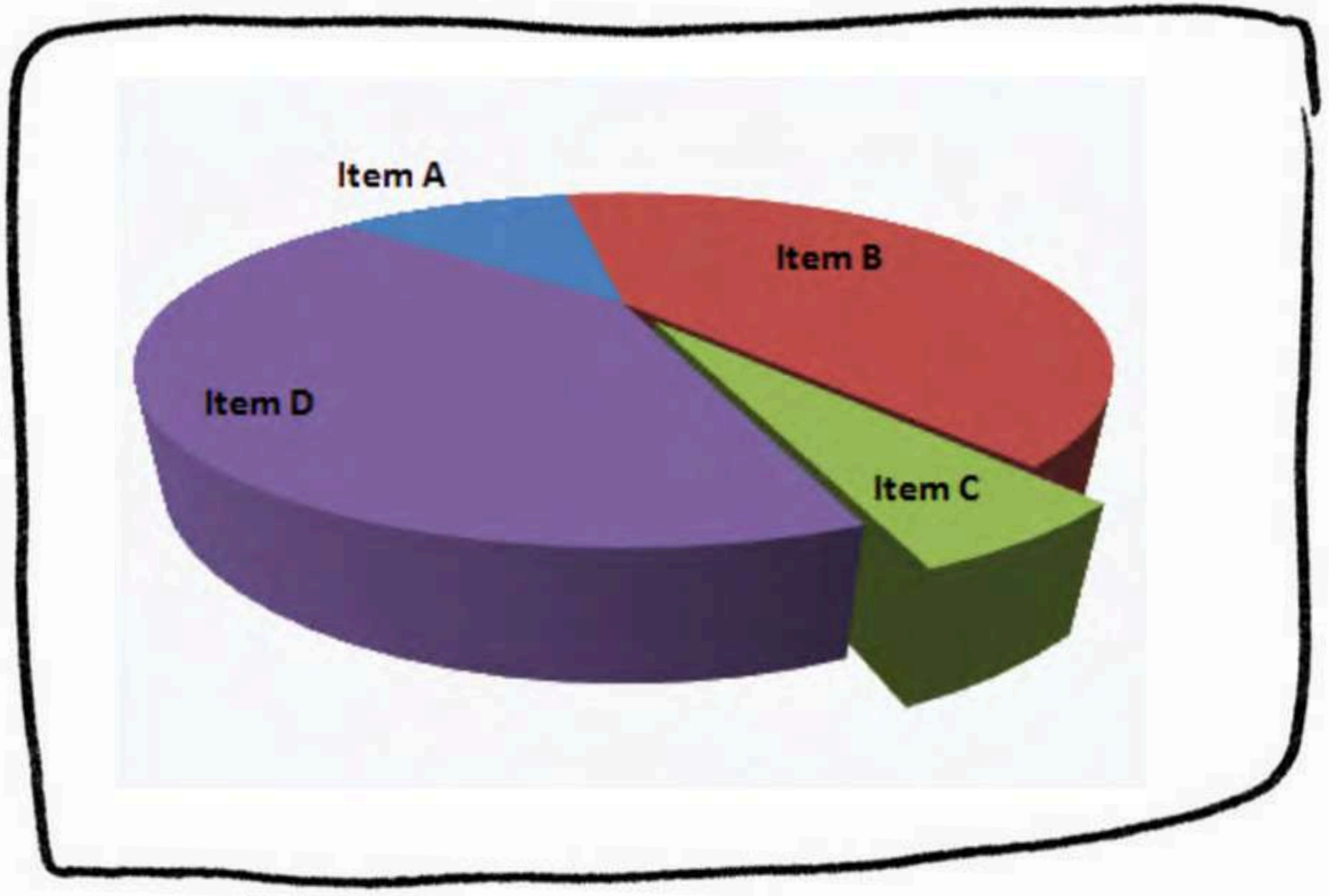


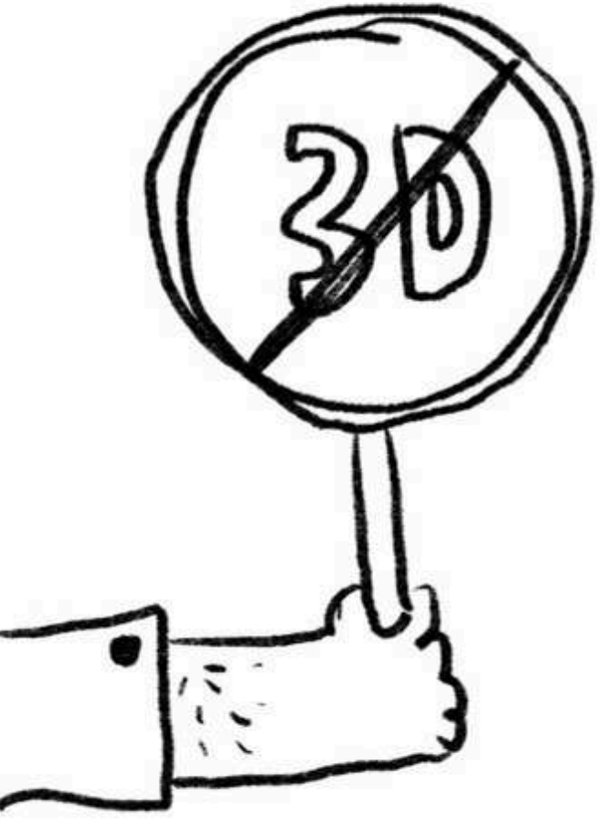
The intensity of google search terms compared
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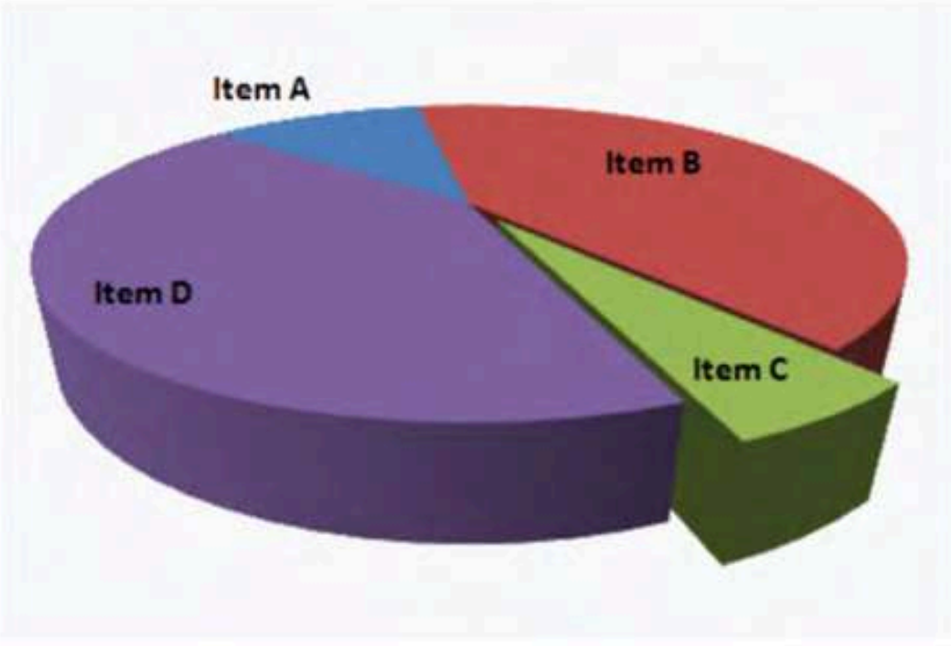


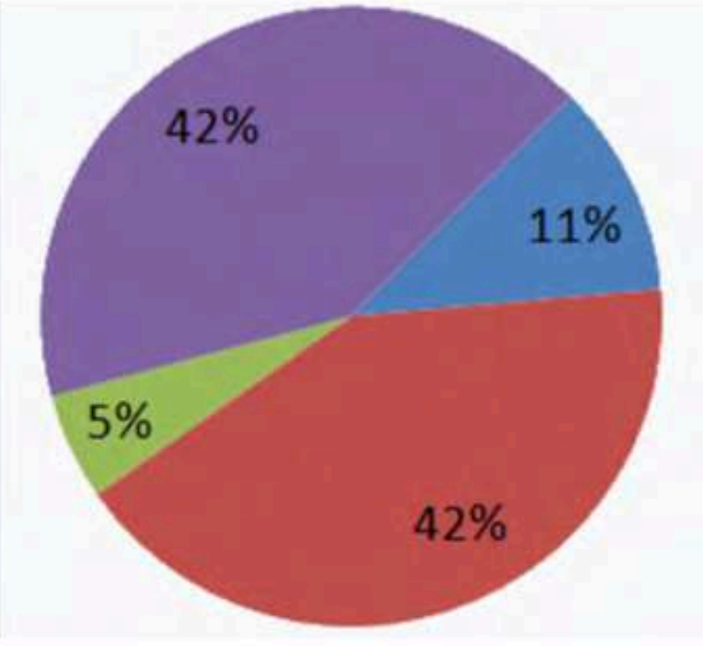


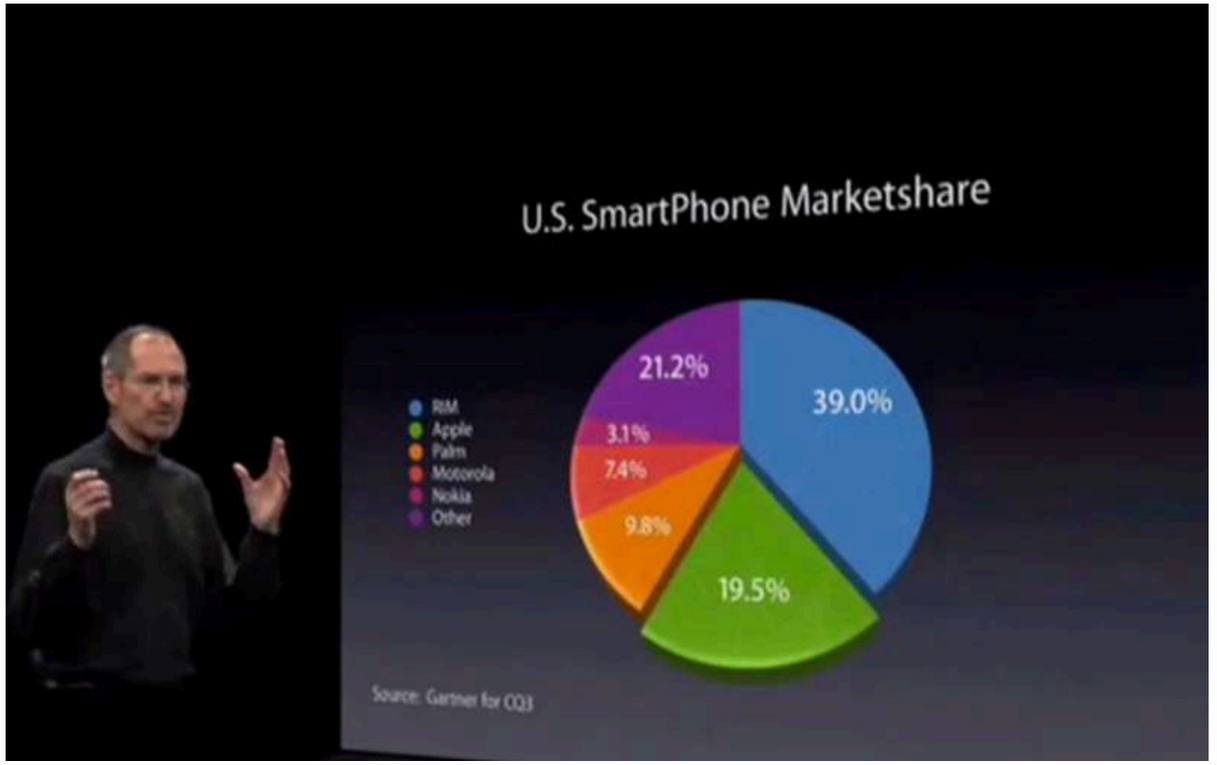
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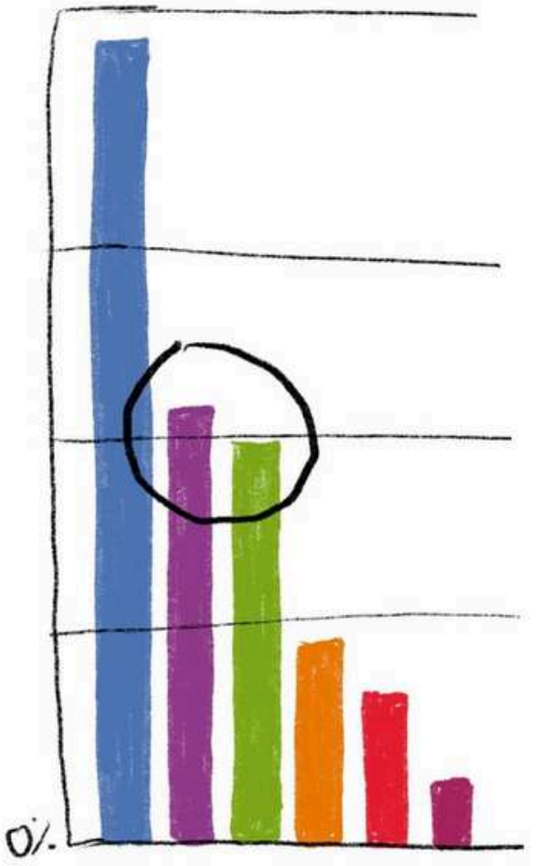

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Item D


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Item A
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Item D


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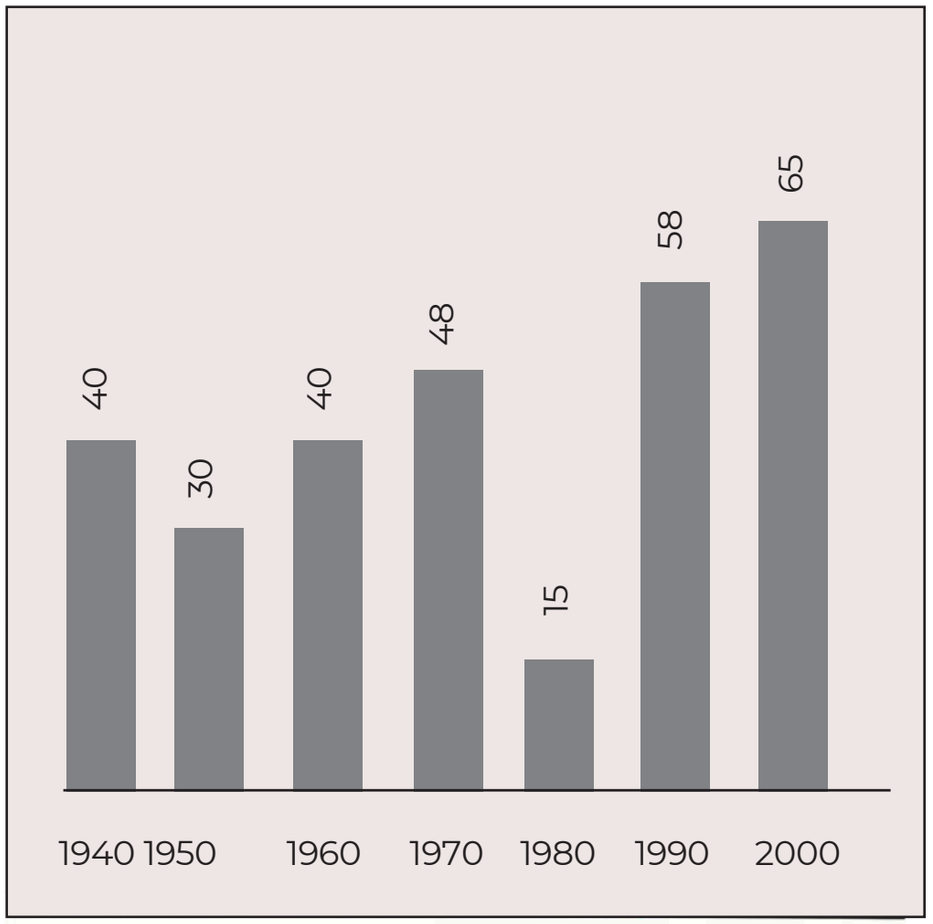

U.S. SmartPhone Marketshare
RIM
Apple
Palm
Motorola
Nokia
Other
21.2%
39.0%
3.1%
7.4%
9.8%
19.5%
Source: Gartner for Q3


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1940	1950	1960	1970	1980	1990	2000
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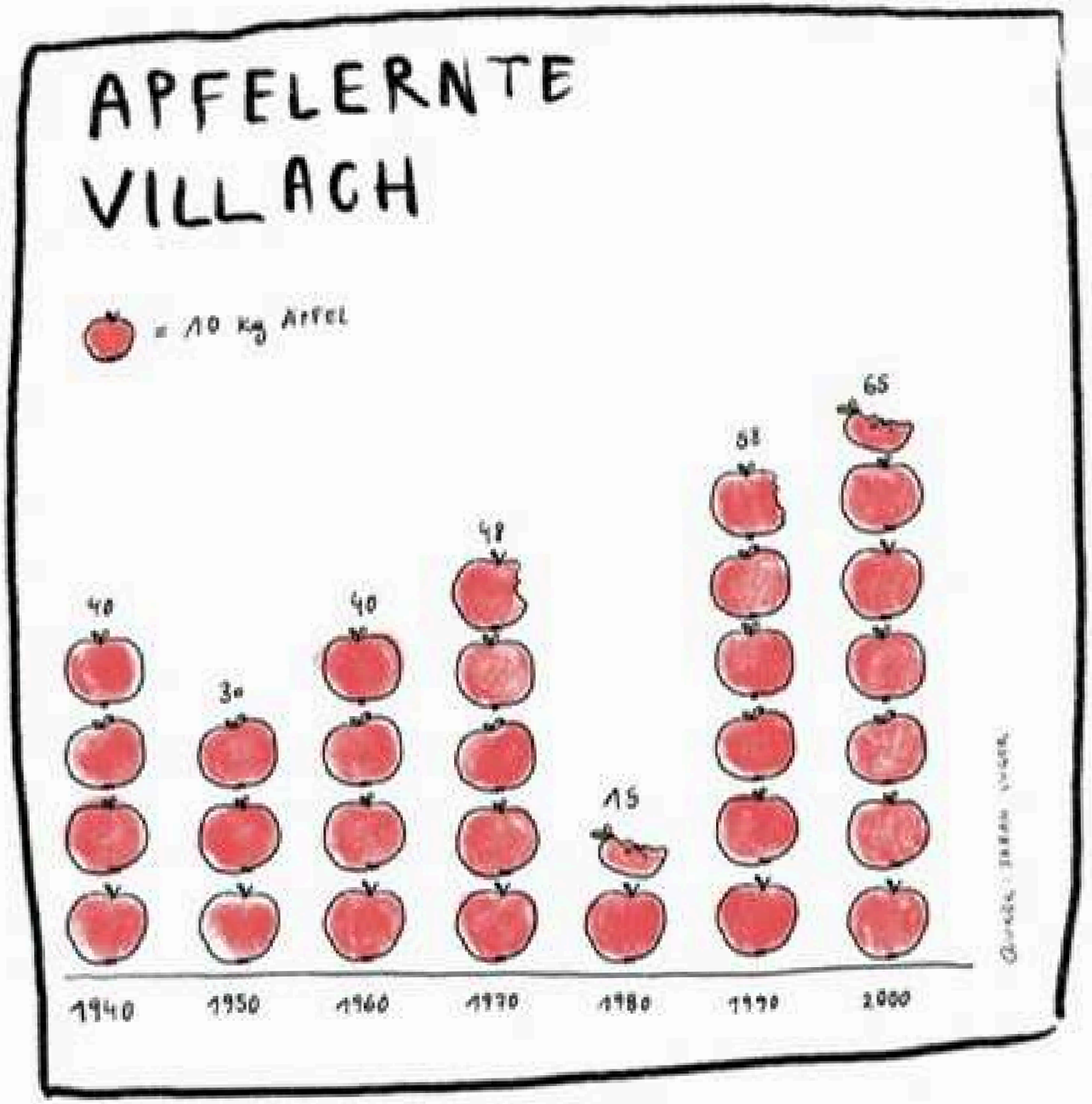


Apfelernte Villach



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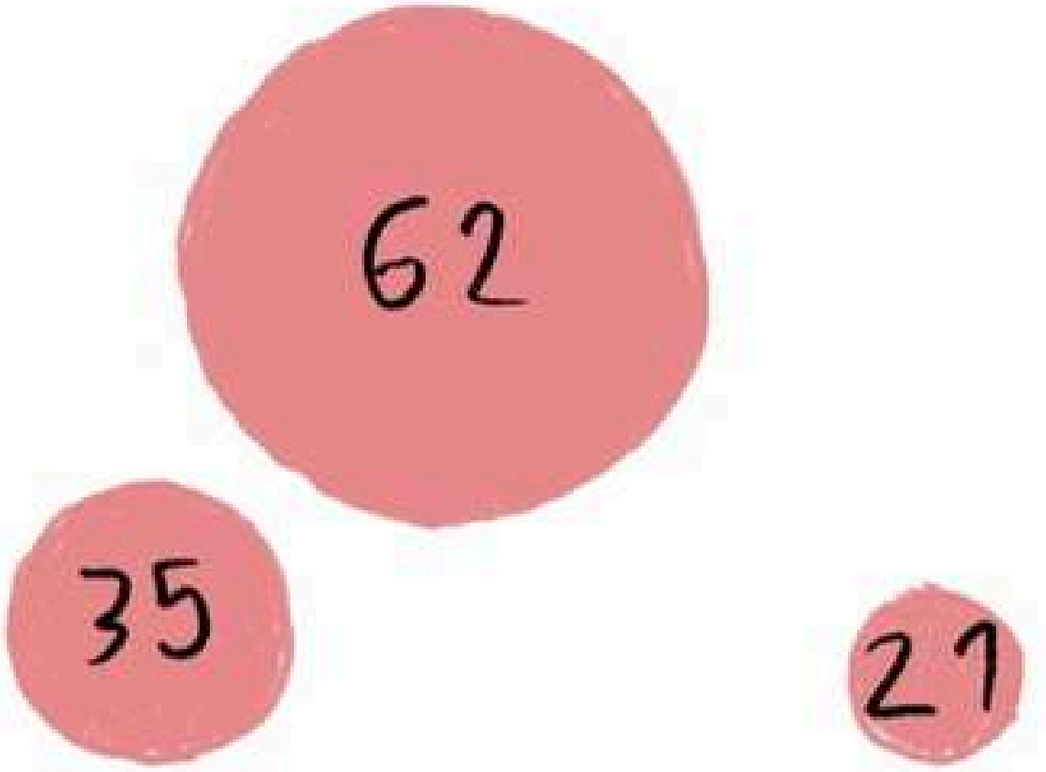
Apfelernte Villach


APFELERNTE
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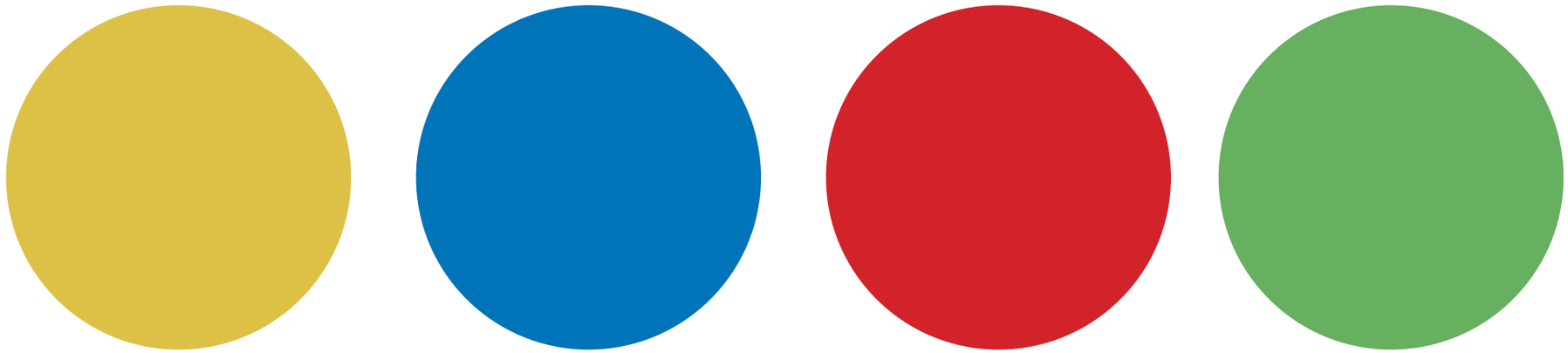
federicafragapane I
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31. He was arrested
death of Mahsa Amir
According to Amnest
protester were arrest
Revolutionary Court
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bonfires. Authorities
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to extract "confessio

«Activists are curren
showing him dancing
BBC News
-
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Activists News Agen
since the beginning
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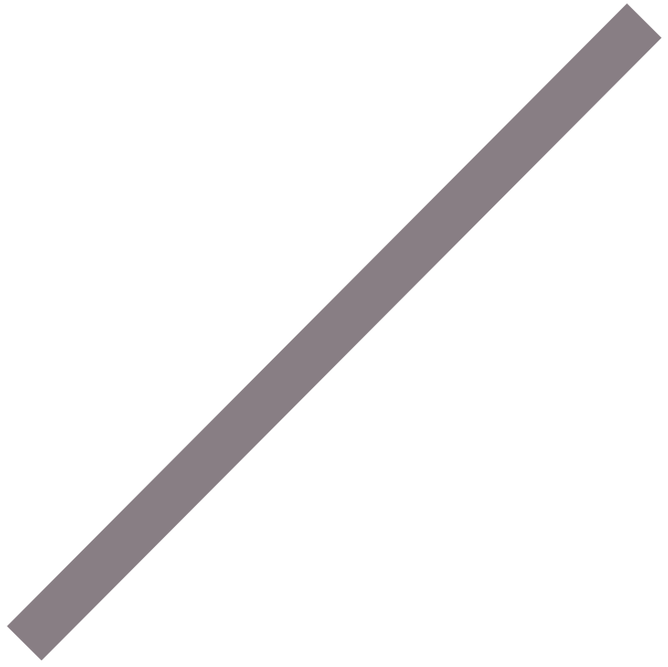
#MahsaAmini
#womanlifefreedom
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392 likes
SEPTEMBER 4

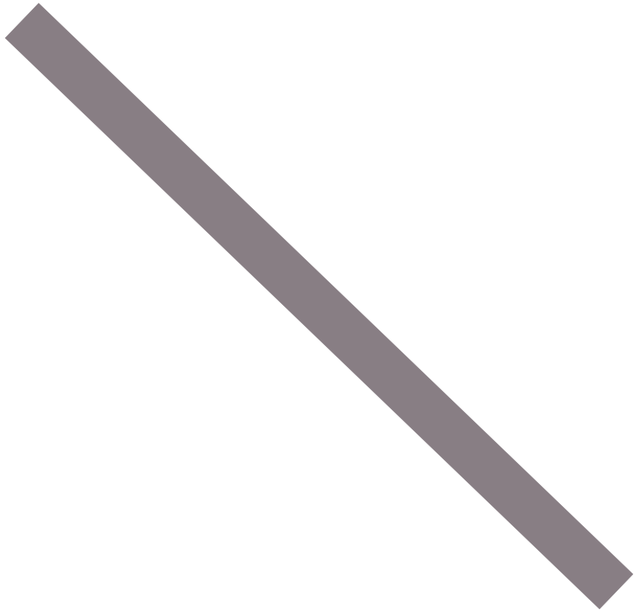
Add a comment...



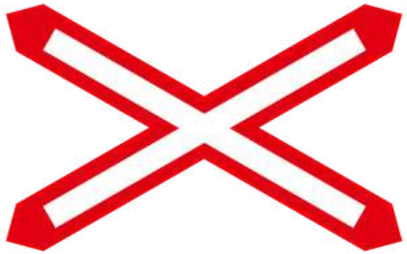

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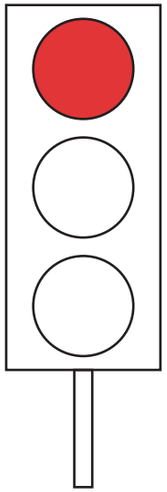


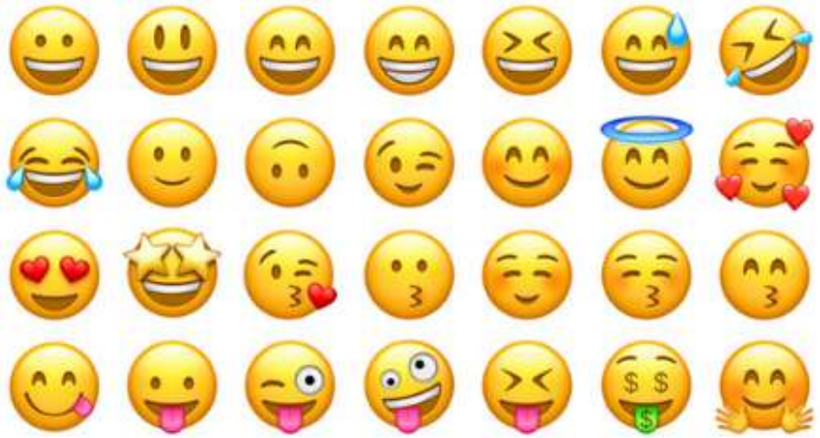
2











And you will read this last.

You will read this first.

And then you will read this.

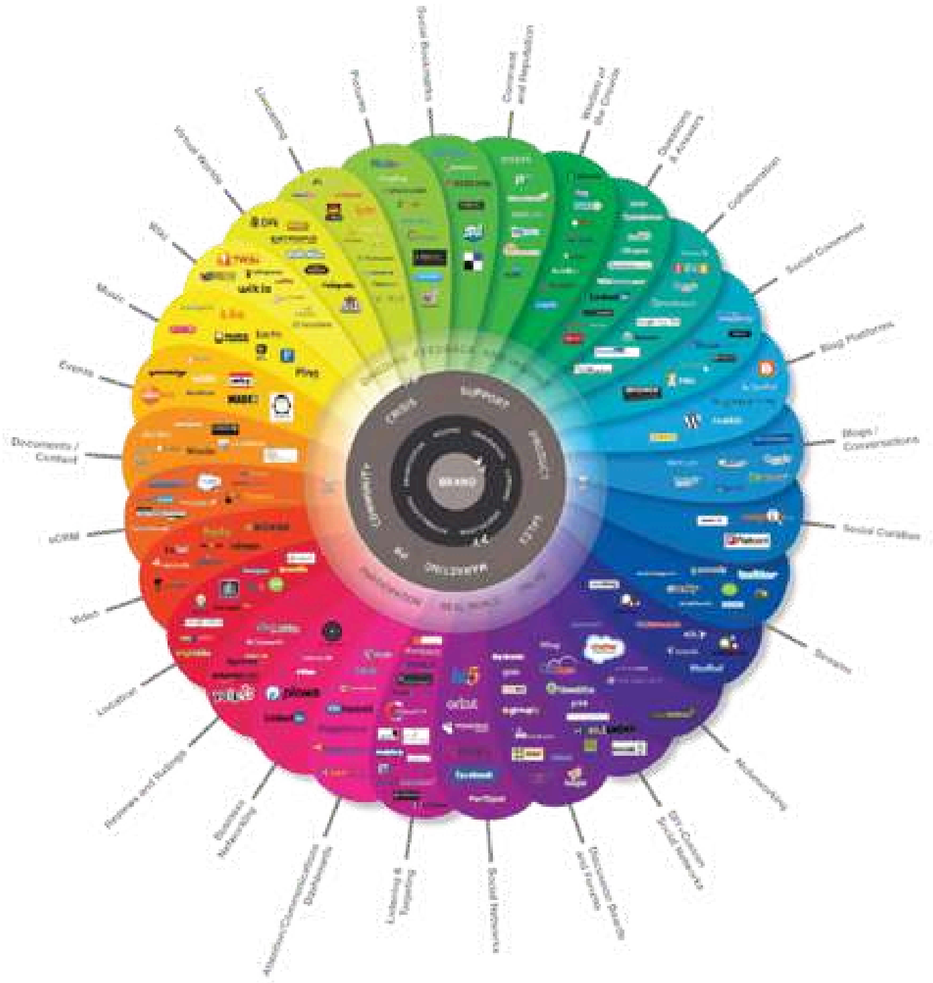
Then this one.

OVERVIEW & CONCLUSION

OVERVIEW

OVERVIEW & COLCUSION

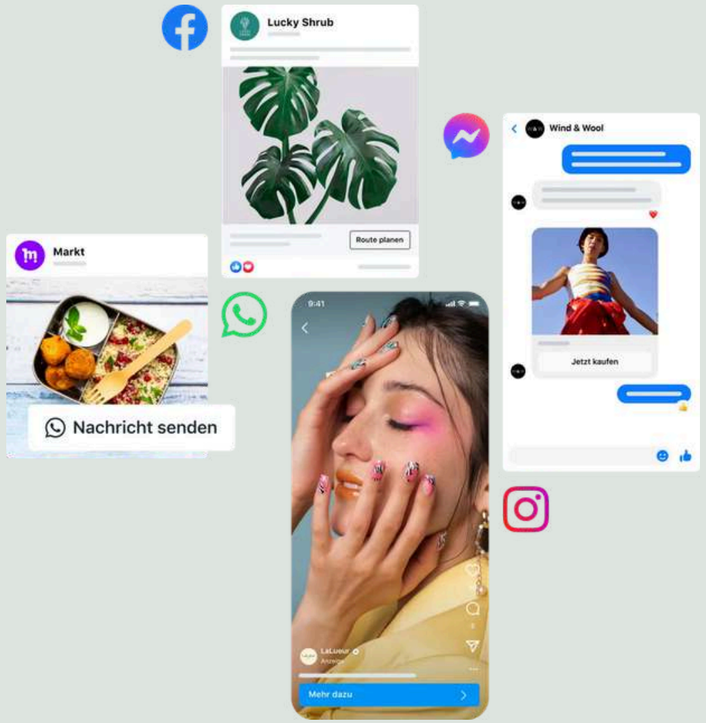
BE WHERE YOUR CUSTOMERS ARE



- LINKEDIN
- XING
- TIKTOK
- SNAPCHAT
- WHATSAPP
- PINTEREST
- MEDIA FORUM
- ...

OVERVIEW & CONCLUSION

NEWS



Design & Canva
https://www.canva.com/designschool
https://www.canva.com/designschool/courses/canva-pro-for-nonprofits

Meta
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https://about.fb.com/news
https://www.facebook.com/business/learn
https://www.facebook.com/instagramforbusiness
https://www.facebook.com/business/news
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https://business.linkedin.com
https://learning.linkedin.com
https://blog.hubspot.com/marketing/linkedin-company-pages#linkedin-company-pages

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https://newsroom.tiktok.com/de-de/news

YouTube
https://blog.youtube/inside-youtube

Allgemein
http://allfacebook.de
https://drschwenke.de/blog
http://www.thomashutter.com

WHAT IS THE MOST IMPORTANT LESSON / AHA MOMENT / TIP YOU WILL TAKE HOME FROM TODAY?



RESOURCES

LIKE ERASMUS FOR STUDENTS, JUST FOR ENTREPRENUERS (NO AGE LIMIT).



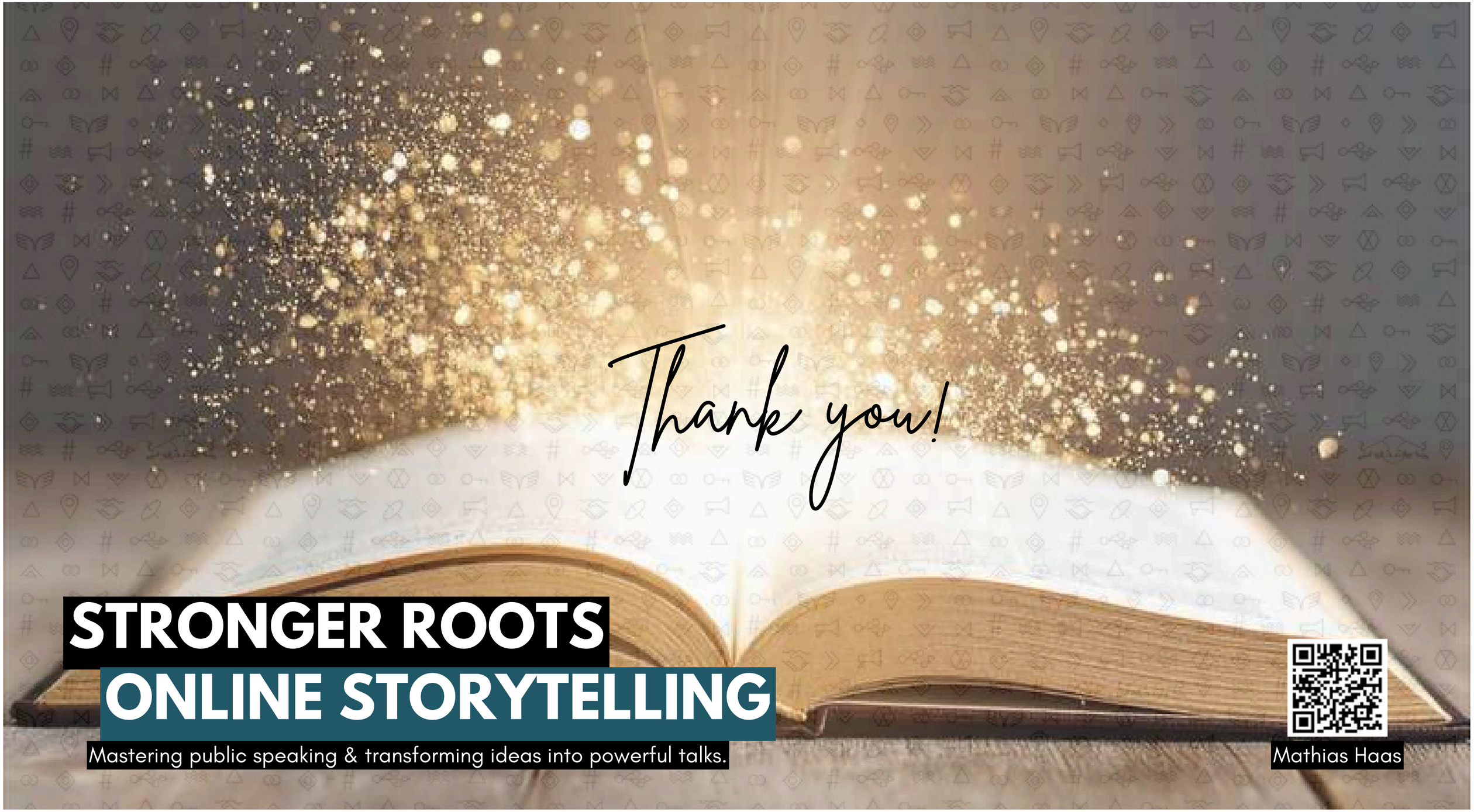
RESOURCES

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Applications are Open: Believe in Yourself and Your Ideas💡

TEDx Donauinsel /


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Mastering public speaking & transforming ideas into powerful talks.
Mathias Haas