Media & Storytelling Checklist

By Ashley Beggs | Brand Consultant

"Turning Noise into Narrative"
Content is everywhere. Storytelling is rare.

1. Purpose
☐ Each piece of content has a clear *why* (not just "because we should post").
☐ Our media supports our business or conservation goals directly.

2. Message
☐ Our core message can be repeated across platforms without changing.
☐ We're not trying to say *everything* in one post.

3. Formats
☐ We choose the right medium (video, article, podcast, image) for the story.
☐ We repurpose content instead of reinventing every time.

4. Consistency
☐ We have a publishing rhythm (weekly, monthly, quarterly).
☐ The same tone and style carry across all media.

5. Engagement
☐ We invite real response with questions, polls, or stories.
☐ We track which content sparks the most conversations.

6. Measurement
☐ We track reach *and* conversion (not just vanity metrics).
☐ Each platform has at least one clear KPI.

7. Legacy
☐ We create at least some evergreen content that works long after posting.
☐ Our best stories are archived, organized, and reusable.

Tip from Ashley
Don't just publish content. Build a story that people can follow.
If you feel like your Image looks like a collage, let me take a look.

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