



The Power of Storytelling: Midwifery and Social Media

Instructor(s):

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Friday, October 12th 10:00 am- 11:00 am

Session Description:

No doubt about it, the best speakers are good storytellers. The best writers are good storytellers. The best leaders are good storytellers. The best teachers and trainers and coaches are good storytellers. It might even be argued that the best parents are good storytellers. While storytelling is not the only way to engage people with your ideas, it's certainly a critical part of the recipe. Storytelling is a powerful means to connect us to our listeners. When we share our own real-life stories or the stories of other, our audiences feel that they get to know us as *authentic* people—people who have lives outside the clinical/office setting, people who have struggles with problems and who have figured out how to overcome them.

Session Objectives:

1. Explain why social media use is important in attracting and maintain relationships with clients.
2. Identify at least one social media platform that the participant's business can use not to connect with clients
3. Apply his/her story in a meaningful way that can attract new clients while retaining current/past clients.