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Master's thesis

Academic Year 2015

Social Stories: Engaging Video Content for
Social Enterprise Audiences in Social Media

Graduate School of Media Design,
Keio University

Tzvetelina Gavrilova Gavrilova

A Master's Thesis

submitted to Graduate School of Media Design, Keio University

in partial fulfillment of the requirements for the degree of

MASTER of Media Design

Tzvetelina Gavrilova Gavrilova

Thesis Committee:

Associate Professor Kazunori Sugiura	(Supervisor)
Professor Naohisa Ohta	(Co-supervisor)
Professor Hiro Kishi	(Member)

Abstract of Master's Thesis of Academic Year 2015

Social Stories: Engaging Video Content for Social Enterprise Audiences in Social Media

Category: Action Research

Summary

A new, fourth sector of the economy has been emerging in the last 20 years. It is the one where social enterprises or social ventures operate. The social enterprises set to solve exiting social issues in a profitable way. Their dual nature makes the existing marketing promotion tools partially irrelevant.

In a participatory action research with two social enterprises in Japan, a tailored video concept - “Social Stories”, was designed and executed to help social enterprises to actively reach out and engage their audiences in the social media.

The specific short format of up to 90 seconds and the story content is intended to reconcile the differing motivations of the social enterprise audiences. The narrative focuses in a positive way on the personal stories, experience and aspirations of the people employed in a SE.

The “Social Stories” concept can also be used in broader settings where a more personal relationship with the external audiences is necessary as well as where the personality of the creator adds value to the commercialized product, such as when promoting the works of artists, designers, craftsmen.

Keywords:

Video Content, Social Enterprises, Social Media Marketing, Storytelling

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