

# HON



*Humans of Newtown*



# STORIES THAT CONNECT

# QUALITY CONTENT TO ENGAGE YOUR AUDIENCE



**C**reated in March 2014, the Humans of Newtown (HON) blog has resulted in a cult following through quality images and stories that have struck a chord with people. Newtown in Sydney's Inner West attracts a vibrant mix of wonderful people. Some have lived here for decades while others visit for the great shopping, restaurants and art scene that the area is renowned for. We regularly photograph and interview a wide cross section of identities for the HON blog.

As one reader said, 'When the Humans of Newtown stories pop up in my facebook feed, it's a welcome break from all the other rubbish that is on there.'

## HOW HON CAN HELP YOU?

Most organisations have a social media presence, however most are unable to effectively communicate with their target audience guiding them on their strategic business journey. Engaging storytelling and quality imagery can help your strategic communications and business objectives.

An experienced, senior level communications professional, Jo Wallace will work with you to understand your business and communications objectives. She extracts engaging, meaningful and compelling content that will not only dazzle your readers but lead them on your business journey with you.

## HOW HON WILL WORK WITH YOU

HON will work to create timeless, engaging content that can be used across all mediums. For example - on Facebook, Instagram, web pages, annual reports, brochureware, catalogues - anywhere that timeless and compelling content has a place in communicating your overall business objectives and inspiring your customer to act.

We will work with you on events, festivals, launches, sales, customer feedback stories, creating case studies, open days, fundraisers and corporate events.

It's perfect for:

- Communicating customer satisfaction stories
- Fundraising
- Issues awareness
- Recording and promoting events
- Case studies for media, online or sales collateral
- Communicating success stories to potential business partners

To see an example of an event we covered, visit <http://humansofnewtown.com.au/case-studies/bstreetsmart/>

## HON FOUNDER

Jo Wallace is a highly skilled communications professional with more than 15 years' experience. She has a unique mix of excellent journalistic talent,

award-winning photographic abilities, a natural affinity with people and superior strategic communications skills that has resulted in her successful HON blog project. With an innately curious mind, Jo is able to allow her subjects to share their story all while guiding the content to fit a higher level overall objective.

## WHY HON WORKS

- People love good stories
- They love honesty
- Affiliating your business brand with local or relevant causes that are in line with your values can increase the likelihood of a story going viral
- Coming up with an original use for your products or services - all of these can be told in an engaging and creative way

## ENGAGING STORYTELLING

Humans have been communicating through stories for upwards of 20,000 years - people are attracted to stories because we're social creatures and we want to relate to other people.

A story can go where quantitative analysis can't and that is to our hearts. Data can persuade people, but it doesn't inspire them to act. To do that, you need to wrap your vision in a story that fires the imagination and stirs the soul.

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