



DIGITAL STORYTELLING

OVERALL SECTION TITLE

EXAMPLE: WHITE RIBBON CAMPAIGN

White Ribbon is the world's largest movement of men and boys working to end violence against women and girls, promote gender equity, healthy relationships and a new vision of masculinity.



THE PROCESS

The script

Write a short story that you will later narrate and record. Consider the principles of a story, such as setting the context, building to a climax, sharing lessons learned, etc.

The Audio

Once you are happy with your written story, record yourself reading the story.

The Video

You can use still images or moving video for your digital story. Use a free video editing program like Windows Movie Maker or iMovie to create your video.

DIGITAL STORYTELLING FOR: EXPERIENCE-BASED LEARNING

Digital Storytelling offers an alternative to research-based information gathering.

Consider:

- Creating an education guide that includes digital stories
- Have digital stories available in your resource centre or library for people to learn more about an issue
- Include a digital story each month in your newsletter

DIGITAL STORYTELLING FOR: SHARING EXPERIENCES

Digital Storytelling offers a way to share personal experiences more widely than when shared 1-on-1.

Consider:

- Hosting a public screening
- Creating a YouTube channel
- Sharing digital stories on social media followed by an online Q&A with the storyteller

DIGITAL STORYTELLING FOR: EVALUATION

Digital Storytelling can provide a creative way to evaluate the success of your initiative.

- Ask all program participants evaluation questions, such as:
 - How did participating in the program benefit you?
 - After completing the program, what changed for you?
- Tabulate the results the same way you would a survey
- Share these successes with leadership roundtables, funders, etc. to show the benefits of the initiative first-hand.
- Use for future campaigning, advocacy or fundraising.

AT YOUR TABLES
BRAINSTORM

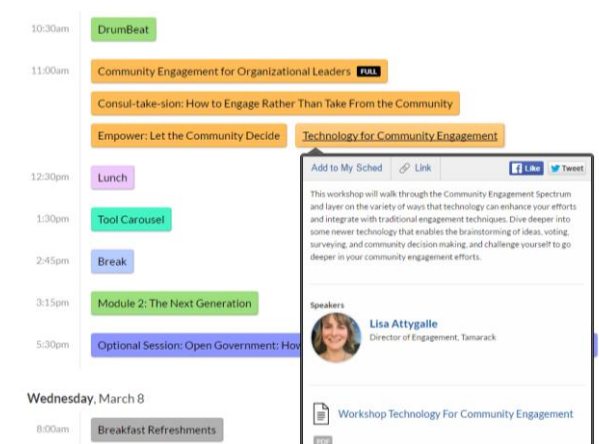
**How could you incorporate
digital storytelling into your
initiative?**

THANKS!

GET EVENT RESOURCES

Access all event resources including PPTs and handouts.

<https://communitychangeinstitute2017.sched.com>



STAY IN TOUCH

To access tools, resources, webinars, and to stay up to date with the latest in community change, visit:

www.tamarackcommunity.ca

