



STORIES
FOR **IMPACT**

Digital Storytellers
[@101storytellers](#)

Natasha Akib
[@natashaakib](#)

COUNCIL



YOUTH
OFF THE

STREETS

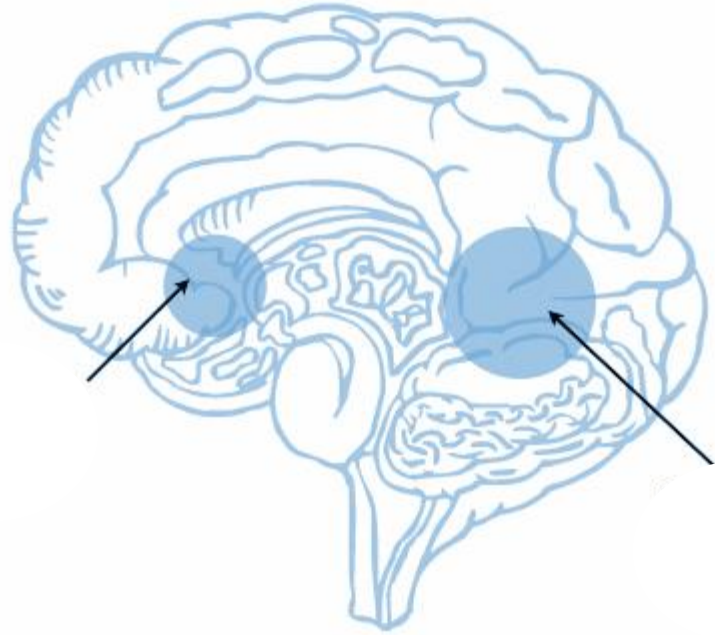
WE ARE ALL

STORYTELLERS

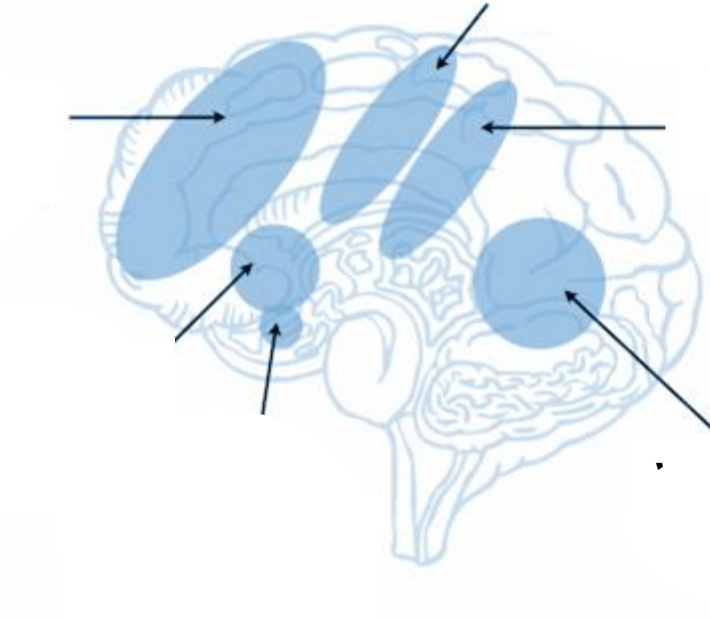
SHARED
VALUE



WHY STORYTELLING ?



YOUR BRAIN



YOUR BRAIN ON STORY



The most pressing task
of **STORYTELLING**
in this moment
is helping unlock
the imagination to have...

ANOTHER ENDING.

- Naomi Klein

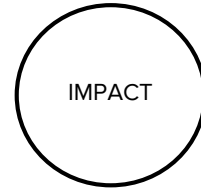
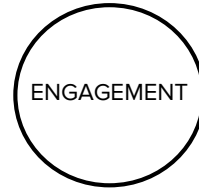
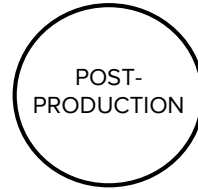
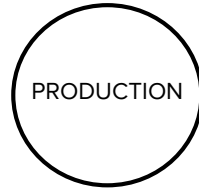
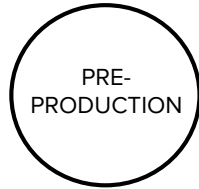
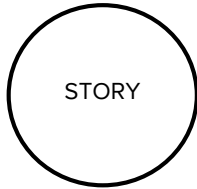
WHAT MAKES A
GOOD STORY?



THE STORYTELLING PROCESS

It's not all about the cameras!

.....



THE STORY CANVAS

STORIES
WITH
IMPACT

"THE STORY CANVAS"

STORY NAME:

Digital
Storytellers

Purpose: <i>Why are you telling this story? What is the issue, how are things now, and what change do you want to make?</i>				
Audience: <i>Who do you want to reach? Give each segment a name, profile & some tweets</i>	Key Messages: <i>What 3 things do you want your audience to remember?</i>	Story: <i>How does it start (hook), how does it end (job), and what memorable moments happen in between (jobs)?</i>	People & Places: <i>Who will feature in our story and what locations will be used?</i>	Campaign: <i>How will you get your story out there? Map the key touchpoints on a timeline.</i>
	Call To Action: <i>What steps do you want them to take?</i>		Style & Tone: <i>What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?</i>	
Impact: <i>What are some of the high level changes you want to happen?</i>	Indicators: <i>How will we measure success with some specific metrics?</i>			

Acknowledgement: The Story Canvas (TSC) is based on the popular Business Model Canvas (BMC), developed by Alex Osterwalder. The BMC is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. TSC is subsequently licensed under the same CC Attribution: <http://creativecommons.org/licenses/by-sa/3.0/>

OK GO!

10 minutes to explore the Story Canvas

- Start anywhere
- If you get stuck, move on to the next box
- It's not written in stone!

PURPOSE

What's the bigger picture



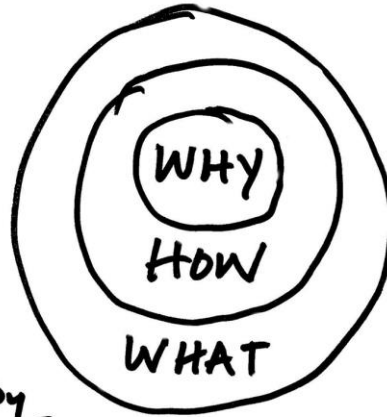
-
- Why does this story need to be told?
 - Why does it matter...for your AUDIENCE?
 - What are the values that this story communicates?
-



THE BIG WHY

.....

THE GOLDEN
CIRCLE



by
SIMON SINEK

AUDIENCE

WHO do you want to hear the story and take action?

-
- Primary vs. Secondary
 - Audience personas
 - How do we want to shift our audience?
 - unaware → aware → engaged → championing
-

AUDIENCE

Personas

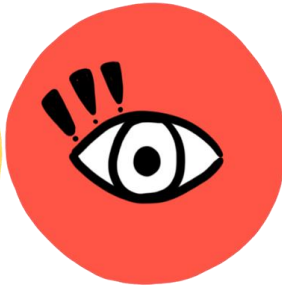


AUDIENCE

Personas



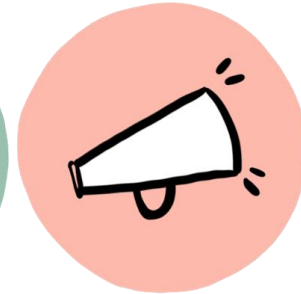
unaware



aware



engaged



championing

KEY MESSAGES

What do you want the audience to remember?

-
- What does your audience already know?
What would they be compelled by?
 - Goals/Solution: Present your solutions to this problem
 - Imagine the new world: Help us create it
-



PEOPLE

Who will speak to the heart



-
- Who WANTS to share their story?
 - Who will your audience connect with?
-

PLACES

What locations will feature in your story?

-
- How can you use place to convey more meaning/key messages in your story?
 - Environment, object, situation & time ([See StillMotion - Learn Story](#))
 - SHOW rather than tell
-



STYLE + TONE

How should the audience **FEEL**?



-
- What does our story look and feel like?
 - What elements of your medium can be used to evoke this?
 - Colours, music, time of day, font, clothing, lighting, language,
 - Any comparisons/examples?
-



CAMPAIGN

How will you reach and engage the audience?

-
- What channels does your audience use?
 - What channels will facilitate action?
 - Do you need to create other types of content for your campaign e.g. stills, flyers, 30 second edits, podcasts etc.
-



IMPACT STORYTELLING ROADMAP

PROJECT	
PURPOSE	
THEME	

STRATEGY				ACTION					RESULTS		
AUDIENCE	OUTCOME	BARRIER	TRIGGER	CHANNEL	CONTENT	DESCRIPTION	DEADLINE	LAUNCH DATE	BASELINE	QUANTITATIVE	QUALITATIVE

IMPACT STATEMENT

Let's dive deeper into what makes a compelling narrative...

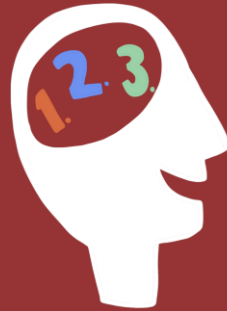
.....

STORYCRAFT

THE THREE INGREDIENTS



Heart (Pathos)



Head (Logos)



Hands (Ethos)

WHAT'S THE HOOK?

-
- First 10 seconds
 - Could be based on
 - Intrigue
 - Shock
 - Self-interest
 - Relatability/Familiarity
 - Visually Stunning
 - Comedy/Quirky
-



WHAT'S THE HOOK?

Issue - What is the core social or environmental issue your story touches on?

Place - Does the geographic locality that your story explores connect others?

Innovation/Approach - Does your approach/innovation to creating change connect with a group or community?

Methodology sourced from StartSomeGood
[The 6 Stories of Social Change Fundraising](#)



WHAT'S THE JAB?

-
- What will you leave your audience with?
(Bring it back to Purpose)
 - What does this mean on a human level?
 - What is the vision for the future?
-





SIMPLE STORY STRUCTURE

- Hook - soundbite or visual
 - Opening title
- Context - who? where? what?
- Problem - what is happening/has happened?
Why is this important?
- Solution - what happened to change things?
Or what could happen?
 - Impact of that change
 - Vision for the future
 - Call to action

Introducing



THE HERO'S JOURNEY

A story that resonates across the stories of all cultures,
according to Joseph Campbell.



USE THE FORCE!



Find your inner Yoda!

OK GO!



NEXT STEPS



RESOURCES

- Learn how to FIND, MAKE, EDIT & SHARE your story in our Online Course

digitalstorytellers.com.au/sfionline

- Download the [Story Canvas](#)

NEXT STEPS!

Join Our Community

[Facebook.com/GROUPS/StoriesForImpact](https://www.facebook.com/GROUPS/StoriesForImpact)



Thank You