

Lights, Camera, Advocacy: Digital Storytelling for Your Library ARSL 2016

Resources Link: <http://bit.ly/2e5ZYm3>

Setting an Advocacy Goal

- What are you trying to accomplish?
- What is the community need?
- Who is your audience?
- How can they help?
- Why does it matter?

5 Ways to use Digital Storytelling for Advocacy

1. Awareness: Summer Reading Program
2. Awareness: Libraries Transform
3. Action: New Library Building
4. Action: Summer Reading Program
5. Vote Yes: Best Kept Secret in Town

7 Tips for Creating Digital Stories

1. Storymining
2. Show a transformation
3. Have a hero
4. Know your story paradigm
5. Pull apart stories
6. Put it on paper
7. Surprise yourself

What digital story do you want to create for your library?



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