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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