# CIVIC INFLUENCERS™

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audrey@civicinfluencers.org

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Sharing our stories

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# DIGITAL STORYTELLING

## Overview

**Digital storytelling** is the process of using digital tools to bring a story to life. This can look like any number of things but podcasts and videos are easy examples. The go to steps in this process are:

1. Develop Idea
2. Research/Learn
3. Outline/Script
4. Storyboard/Plan
5. Film/Record/Produce
6. Edit
7. Share
8. Review

In this toolkit we will go over the steps in this process. I have also linked a few free software programs to help with different mediums. Lastly, I explain the video we ask you to make as well as include some optional further activities.

## Digital Storytelling Process

1. **Developing an idea.** Coming up with an idea can sometimes be a bit daunting. It is good to focus on something you have a more personal relationship or understanding of, that way you can tell a more authentic and compelling narrative. A few areas to start at can be:
   a. What are you trying to accomplish with your project?
   b. What issue/topic are you wanting to speak on?
      i. What is your relationship with this issue?
   c. What action are you trying to get your audience to take?

   Once you have an idea try writing out a short proposal or map out where you would go with this idea. This way you can determine if the idea is something you would like to pursue further. A brainstorming worksheet is [available here](#).

2. **Research.** Now that you have an idea of what your project to be based around, start gathering the information you need. This can be the statistics to back up your argument, just getting better versed on a topic to feel comfortable speaking on it, anything that will help you develop that base of information the story will be going off of. Mapping and organization can be of great help here.

3. **Outlining/Scripting.** At this point you have the idea and information to support it, now you need to get the details of what you are going to say down. Writing prompts can be a good avenue to get started and the ideas flowing.

4. **Storyboarding/Planning.** Here you plan out what each part of your project will look like. Once you have an idea of how you want things to look/progress, start putting together the resources you need. Think of anything that will help you achieve your goal, whether that is software, location scouting, finding collaborators, etc. The storyboarding aspect is where you start to think about the visual and auditory elements of your project.

5. **Filming/Producing/Recording!** This is the fun part, actually creating the content. Equipment wise just use what is at your disposal but there are a few free software programs near the bottom to help.

6. **Editing.** Editing can take time but really polish up your work. Make sure to keep things concise and remove things like dead air.

7. **Sharing.** Your project is finalized and ready for the world, so how do you share it? There are a variety of platforms to share it on and cross posting can help. Making sure to signal boost as well, getting associates to share what you made, can help get traction.

8. **Review.** Take some time to contemplate your work. Good starting questions are
    a. What were you happy with?
    b. What would you do differently in the future?
    c. Did you get the response you wanted? What helped spread the word?
    d. What do you think you'd like to work on next?

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## Digital Storytelling Resources

1. **The University of Houston** digital storytelling resources: **[LINK]**
2. **Openshot**, video editor (PC, Mac, Linux) **[LINK]**
3. **Power Director**, video editor (Android) **[Link]**
4. **iMovie**, video editor (iOS) **[Link]**
5. **Type Studio**, add subtitles to video **[Link]**
6. **Audacity**, audio software (PC, MAC, Linux) **[LINK]**
7. **Canva**, design website **[LINK]**
8. **Storyboarder**, storyboarding software (PC, MAC, Linux) **[LINK]**
9. **Civic Influencers Social Media Campaign Guide**, **[LINK]**
10. **Digital Storytelling Brainstorming Worksheet** **[LINK]**
11. **Idea Jamboard** **[LINK]**
12. **Digital Storytelling Presentation** **[LINK]**

## Required Activity: Making Your Civic Influencers Video

⇨ **Make your own Civic Influencers video.** One of the requirements over the course of the term is that you make a short video. This would just be giving an intro and why you are passionate about youth civic participation. A guide is available here: **[LINK]**

## Optional Activity: Starting a Digital Storytelling Project

⇨ **Starting your own digital storytelling project.** If this kind of work catches your attention try engaging with it further! Digital storytelling is a broad category, so there are plenty of mediums to engage with and room for creativity. Stories can really help to bring engagement to an issue, as well as generate pressure for change. We have a guide available for Social Media Campaigns available here: **[LINK]**

## Optional Activity: Share Your CI Video or Digital Storytelling Project

⇨ **Spread the word about the content you generated.** Sharing these types of media can be vulnerable but can help build connection and motivation in others. You put in the work to generate this content so, if you are comfortable, take that last step to try and spread it around. Good places to start are trying to get friends and family to share with their networks as well as reaching out to prominent members of your community. Just make sure to tag us or use the hashtag!