Example Storytelling Content Piece

Organized by week based off of the Content Launch Example Gantt Chart

Theme of the month: Climate change (Based off of the original post: https://www.instagram.com/p/CV_jwzCDELZ/)

Week 1

Instagram:

CLIMATE CHANGE: Over the next few weeks we will be highlighting the work of Hindoi Oumarou Ibrahim, a nomad from the Lake Chad region. There, she has been creating 3D participatory maps of natural resources to track how climate change has affected the area.

Follow along while we share her story. Tap the link in our bio to learn more about our coverage and Ibrahim's story.

Twitter / LinkedIn:

Global warming threatens women and girls across the globe. In Africa, for example, Lake Chad has shrunk by over 90% since the 1960s due to climate change. The loss of livelihoods has coincided with increased criminality and migration to urban centers. https://bit.ly/3HE6EGe.

Tips

← Clearly state the theme or pillar early on to establish a link to Ripple Effect Images' mission

← Make the caption a story, and ask the audience to follow along

← We encourage you to keep these captions shorter, but provide resources for the reader to learn more

← Use external sources / news to adds legitimacy to the chosen theme

Ripple of the Month:

Our content creators traveled to Chad to cover the story of Hindou Oumarou Ibrahim, a woman who fights climate change by creating 3D participatory maps of natural resources in an attempt to bring peace to her region.

Hindou Oumarou Ibrahim grew up within the Mbororo pastoralist community in rural Chad. Against the wishes of tribal elders, Ibrahim's mother made enormous sacrifices to send her daughters to school in the capital city of N'Djamena. They regularly returned to work the land with the nomads, learning their centuries-old culture, caring for cattle, and helping women and girls move from one settlement to another in search of water and good pasture.

Over the years, Ibrahim observed Lake Chad, once one of the largest lakes in Africa, shrinking significantly and threatening the livelihoods and survival of more than 30 million residents.

Moved by the suffering and uncertainty experienced by her people, she leveraged her education to become an environmental activist and geographer. Today, she brings together farmers, fisherman, and herders from more than a dozen African ethnic groups to capture their ancestral knowledge and spatial information. From this information, Ibrahim creates 3D participatory maps of the natural resources that help communities plan their movement, and promote better relations among the groups.

Watch our documentation of Ibrahim's story, called "Mapping Survival".

Ripple Effect Images was proud to partner with (name of org) to tell Ibrahim's story and help (insert amount of money, or goal) for her community. You can help Ripple continue to shine a light on programs that empower women and children by donating below.

@ Ami Vitale | Ripple Effect Im

DONATE

Week 2

Instagram Post:

CLIMATE CHANGE: Over the next week you will see content from our recent trip to Chad. It was such a pleasure to meet and work with Hindou Oumarou Ibrahim to capture the work she is doing to raise awareness of climate change's effects on the Lake Chad region.

To do this, she is creating 3D participatory maps of natural resources. Share her story and join the Ripple Effect through the link in our bio.

Twitter / LinkedIn:

Our content creators traveled to Chad to cover the story of Hindou Oumarou Ibrahim, a woman who fights climate change by creating 3D participatory maps of natural resources. Share her story and join the Ripple Effect: https://bit.ly/3FsLvNo.

← Continue with the story, introduce the main character and tell the audience what they should expect next

Week 3

Instagram Post:

CLIMATE CHANGE: If you have been following along, you know that for the past week we have been showing our recent work with Hindoi Oumarou Ibrahim, a woman in Chad working to combat climate change through 3D participatory maps of natural resources. While touring with her around Lake Chad, we got to meet (this organization/ group of people).

To learn more about our work with Ilbrahim, check the link in our bio.

Twitter / LinkedIn:

When in Chad, we partnered with (@ name of the organization) to tell the story of Hindou Oumarou Ibrahim in the hopes to raise (insert goals) for her community.

← By sharing who on the ground REI partnered with, it tells the "behind the scenes" story

This also adds roots to the on-the-ground work

← Offer transparency and encourage other organizations to partner with REI

<u>Week 4</u>

Instagram Post:

CLIMATE CHANGE: Our time in Chad has wrapped. It was inspiring to partner and work with Hindou Oumarou Ibrahim, and our partners at (ORGANIZATION). You can find a link in our bio to follow her ongoing efforts to fight climate change.

Though our time highlighting this content has ended, you can find Ibrahim's story on our website in perpetuity.

Thank you to our supporters and thank you to our creative director, Nacho Corbella and our lead photographer Ami Vitale.

Twitter Post:

This is how we tell stories. Our Emmy award winning editor Nacho Corbella shooting Hindou Oumarou Ibrahim's movie. Your stories deserve to be told. Let's join forces!

← This is where you can showcase behind the scenes work

← The caption again leads viewers back to the website

← This is also where you can thank the editors, photographers and major donors

← Talk about the team on the ground

Facebook caters to all of REI's personas and can be applied accordingly. The general target market in the US for Facebook is older Millennials, Gen X, and Boomers. We recommend pairing Facebook posts with any/all of the actions as you feel necessary.