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Storytelling Matters: Reach Out with Digital Advocacy Stories

Arizona Library Association Conference

Judi Moreillon, M.L.S., Ph.D.
Literacies and Libraries Consultant

@CactusWoman

November 2016



What is digital storytelling?



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Digital storytelling involves combining **three or more** of these elements: voice, music, still or video images, text, and technology tools to tell a story. Unlike a face-to-face oral story where the teller is present, a digital story is intended to be shared **asynchronously**.

What are some types of digital stories?

Personal Stories

- ◆ Events and “Ah-Hah!” moments
- ◆ Adventures and travel
- ◆ Accomplishments
- ◆ Memorializing a person or place

Informational Reports

Interviews

Testimonials

Advocacy Stories

What is advocacy? It's a story!!!

Advocacy involves

- ◆ influencing outcomes;
- ◆ making a case, an argument, a claim about which a decision needs to be made;
- ◆ making claims supported by data and evidence;
- ◆ enlisting others to see a problem, issue, solution from the advocate's point of view;
- ◆ recruiting others to take up the cause and join the effort.

Sample Digital Advocacy Story

- ◆ Making a Case:



- ◆ “Bendy, Twisty, Flexible Scheduling”
by Roger Grape

- ◆ <https://youtu.be/GWo3FWmQVhM>

Why use digital tools for advocacy stories?

- ◆ To increase the impact of the message with multimedia that is **multisensory**
- ◆ To appeal to and reach “**connected**” audiences
- ◆ To provide **24/7** access to the story
- ◆ To use the latest tools and techniques to share a great deal of information in a **short amount of time**

Start Here

- ◆ First, you need to have a **vibrant, effective, high-impact** public or school library program and services about which you can tell a compelling story.
- ◆ What **values** do you and your library hold dear? How are these **communicated** in your programming and services?

Record on the graphic organizer.

Think About...

- ◆ Values and services from **library's point of view**
- ◆ Need for and understanding of services from the **patrons' / community members' point(s) of view**

Record on the graphic organizer.

Or....

- ◆ You may need to a bit of market research to find out what your library members **want and need** in a library program.
- ◆ Who are your **stakeholders**?
- ◆ What **questions** will you ask? And how will you get their **responses**?

Then...

- ◆ You may make improvements to your program based on the results of your marketing and/or you may determine there are services your library offers that your members **don't yet know they want or need.**
- ◆ This is where **advocacy** comes into play.

But first...

- ◆ Start with a marketing technique. Develop a **brand**.



“American Alphabet” by Heidi Cody - Used with permission

Use **Branding** to Frame the Message

- ◆ Libraries Transform (ALA)

- ◆ @your library® (ALA)

(Note the registered trademark.)

<http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary>

- ◆ Every Child Ready to Read® @your library®
(PLA/ALSC)

(Note the registered trademarks.)

<http://everychildreadytoread.org>

- ◆ Think Create Share Grow (AASL)

<http://www.ala.org/aasl/learning4life/school-librarians>

Turn a “brand” into a meme...

- ◆ What is a **meme**? A meme is more than a brand. It is a slogan; it has meaning. A meme **encapsulates your message.**

Learning4Life @your library®
is a meme.

- ◆ Success Begins @
- ◆ Collaboration Works @
- ◆ Reading4Life @
- ◆ Literacy4Life @

For more about brands and memes, see Reinsborough and Canning (2010).

Record on the graphic organizer.

Sample Digital Advocacy Story

◆ An Effective Meme:



◆ "You Are Due for a Checkout" by Deborah Carter

◆ <https://youtu.be/ITaE3t5DsLM>

Now back to the **story**...

What kind of story will you tell?

- ◆ Who I am? **Who are we?**
- ◆ Why I am here? Why are we here?
- ◆ **Teaching stories**
- ◆ Vision-building stories
- ◆ **Values in action**
- ◆ “I know what you’re thinking”

For more on story types, see Simmons (2005).

Sample Digital Advocacy Story

◆ Values in Action Story:



◆ “Did You Know Children’s Literacy Starts @your library® ?”
By Rolando Ramirez

◆ <https://goo.gl/w0BvFi>

Sample Digital Advocacy Story

◆ Teaching/Vision-building Story:



◆ “Building Bridges through Collaboration @yourlibrary®” by Lauren Scott

◆ <http://goo.gl/8ZeaY0>

Ultimately...

- ◆ People do things for their **own reasons** that they perceive are in their **own self-interest**.
- ◆ **Consistent and Credible Stories Resonate!**
- ◆ Craft a one-sentence theme.

The **best** library advocates
are the **stakeholders** themselves!

Record on the graphic organizer.

Telling the story...

- ◆ Frame your story in terms of your message.
 - ◆ **Use your brand and your meme.**
- ◆ Use frames that appeal to the values of your target audience.
 - ◆ **Build empathy for your cause.**

For more on “framing” arguments, see Lakoff (2014).

Keeping the audience in mind...

- ◆ Identify and challenge underlying assumptions.
- ◆ **Assumption Example:** If there is a flexible schedule in the school library, the library will be empty.
- ◆ Uncover shared assumptions.
- ◆ **Shared Assumption Example:** The library should be the hub of learning.

For more about assumptions, see Reinsborough and Canning (2010).

More on the story...

- ◆ Employ the writing adage: “**Show don’t tell.**” (Perfect for the digital storytelling format!)
- ◆ Use **story elements**: characters, setting, and plot with a beginning, middle, and end.
- ◆ Make it **compelling!**

Make the story appeal to emotions...

- ◆ **Example:** Demonstrate how a **toddler storytime** involves parents/caregivers and results in children who are ready to learn in kindergarten.
- ◆ Use **testimonials**. Feature stakeholders who tell about their storytime experiences.
- ◆ Keep **framing** the story in terms of the meme and one-sentence theme.

8 Elements for Digital Advocacy Stories

- ◆ Take a point of view. **Frame it** with a meme (slogan).
- ◆ Hone in on a claim you can back up with research or experiential **evidence**.
- ◆ Make it dramatic with **emotional** content.
- ◆ **Visualize** your story and select compelling actual and metaphorical images.

- ◆ Use your gift of **voice** and the power of the soundtrack.
- ◆ Develop a **storyboard and a script**.
- ◆ **Align** the meme/slogan, the soundtrack, and the digital tool(s).
- ◆ Share, seek **feedback**, and **revise**.
- ◆ Go **viral**!

Adapted from Joe Lambert (2012)

Recommended Tools for Storyboarding

bubbl.us

Cacoo

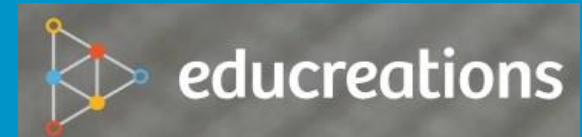
mind42

 **padlet**

 **Mindomo**

popplet

Recommended Web 2.0 Tools for (Free/Low Cost) Digital Story Production



Storybird



VoiceThread



Record on the graphic organizer.

tagxedo.com

Sample Digital Advocacy Story

◆ Storyboard – using Padlet:

- ◆ <https://padlet.com/info186/advocacy4coteaching>

◆ Script – PowerPoint Outline View:

- ◆ <http://ls5633samplewiki.wikispaces.com/Digital+Advocacy+Storytelling>

◆ Vision-building Story: “Coteachers: Step Out of the Box – Together!” (Animoto)

- ◆ <https://animoto.com/play/XGIyUfLHY32MGpDQdj6vKA>

◆ All available at:

- <http://ls5633samplewiki.wikispaces.com/Digital+Advocacy+Storytelling>

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Word Clouds. 2016. *Tagxedo.com* and *Wordle.net*. <http://tagxedo.com> and <http://wordle.net>



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Reach out! Advocate!
Shine a light on how you can work
with your community
to change lives for the better.

