

Digital Storytelling for Library Advocacy

PCI Webinars

March 9, 2017

Resources Link: <http://bit.ly/2g0m7nW>

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 Examples

- Awareness: Summer Reading Program
- Awareness: Libraries Transform
- Action: New Library Building
- Action: Summer Reading Program
- Vote Yes: Best Kept Secret in Town

4 Storytelling Tips

- Storymining
- Show a transformation
- Know your story paradigm
- Put it on paper

3 Video Techniques

- Stabilize your camera – turn anything into a tripod
- Compose your shot – focus on the subject
- Check your audio – minimize background noise

2 Sample Budgets

- Low budget can be \$60 or less
- Medium budget can be under \$1,000

1 Question

- What digital story will you create for your library?



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