

# TELLING STORIES TO REMAKE LEARNING

a workshop  
and workbook

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download a PDF version of this workbook at [rootandall.com/learningstories](http://rootandall.com/learningstories)

# WHAT'S A STORY?

**A record of events, true or imagined (or both), with a moral.**

Stories are more than a description. They have a point of view and a point to make.

**A narrative with a beginning, middle, and end.**

Stories move, time passes and things change.

**A means to instruct and delight.**

This is a very old idea called the Horatian Platitude. It helps us remember that stories are entertaining, they touch our emotions and spur our imaginations.

**A way to make sense of the world, internal or external.**

Hannah Arendt has a nice way of putting this: storytelling transforms private meaning into public meaning.

## STORIES SET THE BOUNDARIES OF WHAT'S POSSIBLE.

People already have ideas in their head about what things like education, school, and teacher mean.

These ideas are built over long periods of time and they're reinforced by social and cultural models (AKA stories).

In this way, the stories we tell come to set the boundaries of understanding on an issue. This defines the reality in which discourse happens.

If we can use the power of storytelling to shift understanding, we can create new opportunities for change.

# FACED WITH THIS, YOU HAVE THREE OPTIONS:

1. Do nothing, let others fill the void, and live with the consequences.
2. Act (or react) without intention and risk sending mixed messages and/or reinforcing unhelpful narratives.
3. Act strategically, tell your own story, and set your own boundaries for what's possible.

## WHY THIS MATTERS FOR SCHOOLS

You're part of people's lives and you're in the news cycle already. You also have a lot of story baggage to carry around.

You're a story-rich environment! But stories won't share themselves.

There are more tools than ever for doing this, right at your fingertips.

# WHAT DO YOU WANT YOUR SCHOOL TO BE KNOWN FOR?

Stories **can't** change your school.

They **can** change what your school is known for.

**What do you want your school/district/organization to be known for?** For instance:

“Davis Junior High is that school with the amazing STEM lab.”

”Billerica School District is where the teachers are really engaged with students.”

“Eastern Oaks has an amazing arts program.”

# STORIES ARE MADE.

Every story is different, but they all share a common set of building blocks. Stories are made up of **elements** and **qualities**.

Elements of a story:

**SETTING** a place where the story occurs, rich with context

**CHARACTERS** people who play a role in the story

**CONFLICT** a situation that needs to change

**ACTION** steps that characters are taking to cause change

**RESOLUTION** a new situation resulting from character action

Qualities of a story:

**TANGIBLE** you can feel their reality

**PERSONAL** they are about people, not about things

**COMPELLING** they name what's at stake

**VISIBLE** you can see them unfold before you

**AFFIRMATIVE** they point toward a promising future

Think about some classic stories. Can you identify these elements and qualities in them?

# INVENTORY YOUR ELEMENTS

Take some time to inventory the story elements available to you.

**Think about one small thing you want your school to be known for,** and list all of the settings, characters, conflicts, actions, and resolutions associated with that one small story.

**SETTINGS:**

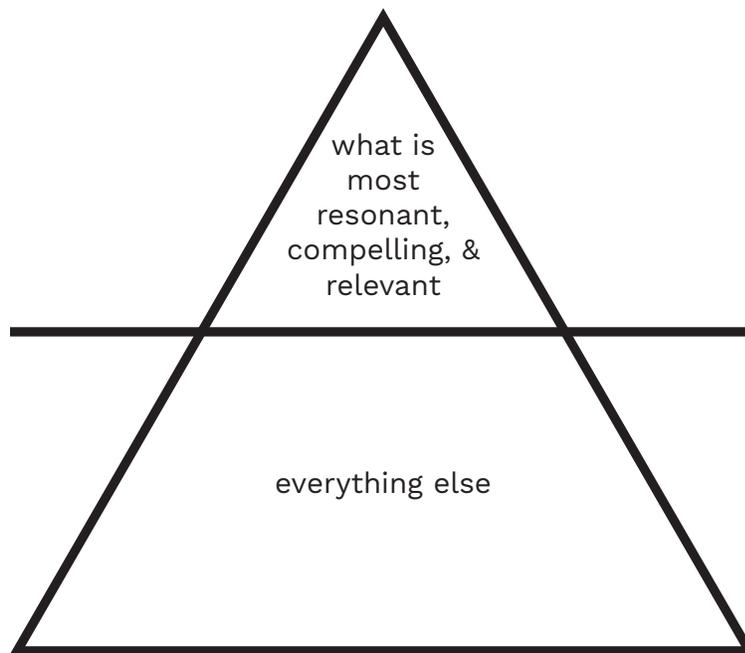
**CHARACTERS:**

**CONFLICTS:**

**ACTIONS:**

**RESOLUTIONS:**

# STORIES ARE CHOICES.



This is an iceberg. Use it to think about what to include in a story. Like an iceberg, a story makes a tiny part of a large and complicated thing visible.

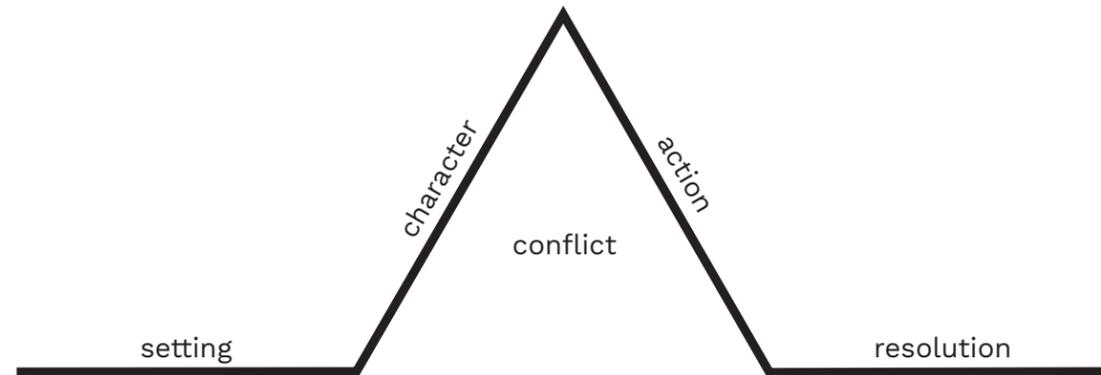
The triangle is the iceberg and the horizontal line is the waterline. You decide which parts are above the waterline, i.e. which elements are resonant, compelling, and relevant enough to be included in the story you're telling.

Consider the elements you listed in your inventory. **Select the ones that are most resonant, compelling, and relevant.** Those are the elements that you'll use to craft your story.

## REMEMBER

- You're telling this story for a reason.
- You're showing change over time.
- You're informing **and** inspiring.
- You're making meaning, not making a list.

# STORIES ARE STORIES.



Okay, you've made some choices. But stories are more than a collection of elements—they're a sequence that relates those elements. Your next step is to diagram your story into a sequence:

- Move the story elements that are “above the waterline” onto the Story Diagram (inside the fold).
- Add exposition and adjust the elements so that you can read your story from start to finish.
- Give your story a title (do this part last).

## ROUGHING AND REFINING

- Add essential context your audience needs to understand.
- Remove extra details that can distract from your core message.
- Read it through to yourself and fill in any gaps that emerge with content or color.

PRACTICE

# STORY DIAGRAM

This is just one story, and you'll need to tell a lot of stories.  
You'll find more copies of this diagram (as an 8.5"x11") in the appendix.

<p>In... <b>SETTING:</b></p>	<p>where... <b>CONFLICT:</b></p>	<p>these people... <b>CHARACTER(S):</b></p>	<p>set out to... <b>ACTION:</b></p>	<p>so that... <b>RESOLUTION:</b></p>
----------------------------------	--------------------------------------	---	---	--

<p>Sum up the gist of your story in just a few words. Do this last.</p>	<p><b>TITLE:</b></p>
---	----------------------

# STORIES ARE MEDIA.



You've diagrammed your story. Now it's time to get it out into the world. Stories can be told in many different ways, using different media. You need to package your stories appropriately.

Use the following prototype sheets to sketch out how your story would be expressed in each of these different formats.

## **FITTING MESSAGE TO MEDIUM**

- Some stories are better suited to specific formats (and vice versa).
- Each medium has its own style conventions and expectations.
- Amplify the parts of the story that work best for the medium.

# PROTOTYPE: BLOG POST

Give your post an enticing title.

**TITLE:**

Your post will need a photo or graphic that represents the story. Draw it here.

**FEATURED IMAGE:** (setting and/or characters)

What's the single-sentence introduction to your blog post that teases the content?

**EXCERPT:** (conflict or action)

Plot out the bullets of your post content. Here's where you translate your story diagram into 4-10 points that tell your story in written narrative form.

**POST CONTENT:** (setting, characters, conflict, action, resolution)

# PROTOTYPE: EMAIL MESSAGE

Write a subject line that will get recipients to open and read.

## SUBJECT LINE:

Plot out the moves you'll make in the body of the email.

## EMAIL SECTIONS/PARAGRAPHS:

(setting, characters, conflict, action, resolution)

Who will receive the message? You'll need a list of email addresses.

## MAILING LIST:

Emails can link to other places that take readers deeper into the story. What will this email link to?

## INLINE LINKS/ATTACHMENTS:

What images can you embed in the message to show your story?

## IMAGES TO EMBED:

# PROTOTYPE: FACEBOOK POST



**PAGE NAME:**

**POST DATE & TIME:**

**POST TEXT:** (describe the conflict, action, and resolution)

---

---

---

Sketch the video or media that you'll include in your post here.

**IMAGES OR VIDEO:** (show the setting and/or characters)

---

 Like       Comment       Share      

---

   **REACTION COUNT GOAL:**      **COMMENT COUNT GOAL:**

---

# PROTOTYPE: INSTAGRAM POST



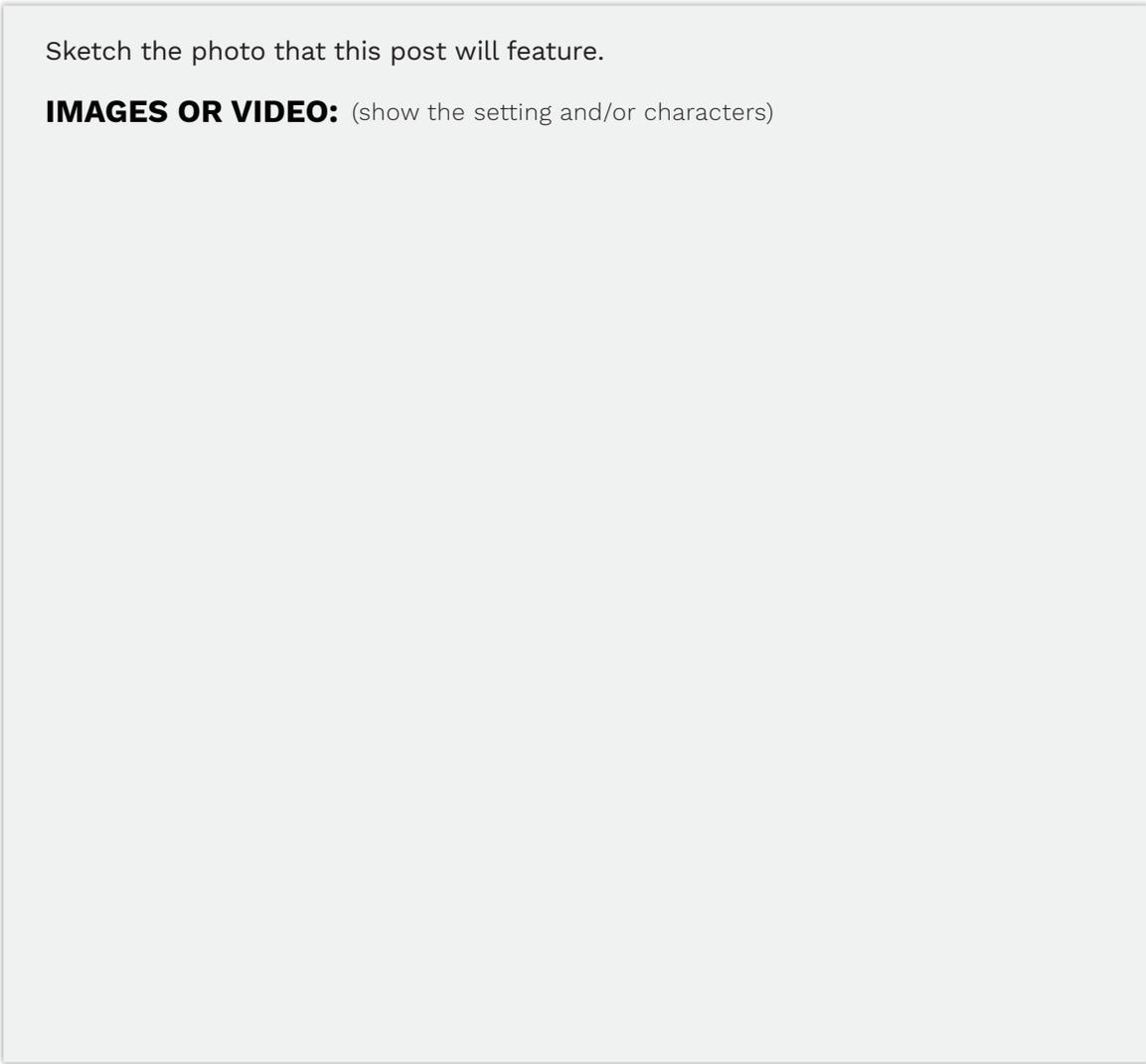
PAGE NAME:

POST LOCATION:



Sketch the photo that this post will feature.

**IMAGES OR VIDEO:** (show the setting and/or characters)



LIKE COUNT GOAL:

**POST TEXT:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6 MINUTES AGO **HASHTAGS:** #

#

# PROTOTYPE: PRESENTATION

Write out the progression of presentation slides that would tell the story. What would the sections of your presentation be? How will your presentation progress from introduction to conclusion? What turns will it make along the way?

**1** Get their attention, introduce your character  
(character)

**2** Set the context, show the broader picture  
(setting)

**3** Introduce what's at stake  
(conflict)

**4** Call out some data to show the impact

**5** Show steps you're taking to make change  
(action)

**6** Provide an example of an immediate outcome

**7** Envision the long-term impact  
(resolution)

**8** Show them what comes next

# PROTOTYPE: VIDEO

Create a storyboard for your video. Sketching the scenes will help you understand what footage you need to capture and what other elements need to be in place.

**1** Get their attention

**2** Set up context and introduce your character(s)  
(setting & character)

**3** Show them what change looks like

**4** Show them why it's important  
(conflict)

**5** Show them how you're doing it  
(action)

**6** Show them what comes next  
(resolution)

# STORYTELLING IS A DRUMBEAT.

So that's one story, but that's not enough. Probably not enough to contain your whole message (remember the things you left behind when you used the iceberg?) and definitely not enough to change anyone's mind (you haven't administered the minimum dose).

You'll have to do this over and over and over again. Here are a few things you'll need to make it manageable:

**Purpose:** You're telling stories for a reason. Write it down.

**People:** You'll need help, there are helpers all around.

**Platform(s):** There are a lot of them and they're made for you.

**Plan:** You can't defeat time, you can only hope to contain it.

## PURPOSE: WRITE DOWN YOUR REASON FOR TELLING STORIES

Enough practice makes storytelling a habit. Sustained focus on your purpose makes storytelling a strategy. In order to do this well, you need to remain strategic by focusing on a **core message**, a **target audience**, and a **key objective**.

**Core Message:** What idea do you want to take hold?

**Target Audience:** Who needs to hear that message the most?

**Key Objective:** How does your audience need to change?

Defining these three strategic components allow you to tell multiple stories that all reinforce one another and add up to something greater: a storyline that unfolds over time and reveals a more complete picture. You can think of them as variations on a theme, chapters in a book, or episodes of a show.

# MESSAGE > AUDIENCE > OBJECTIVE

You'll find more copies of this worksheet in the appendix.

Write down what you want your school to be known for. This is your core message.

**MESSAGE:**

Name and specify the group of people who most need to hear your message.  
This your target audience.

**AUDIENCE:**

Describe the current state of your audience **and** what you want their future state to be.

**CURRENT STATE OF AUDIENCE:**

**DESIRED STATE OF AUDIENCE:**

Your key objective is to move your audience from their current state to your desired state. Restate the two boxes above to define your objective here.

**OBJECTIVE:**

# PEOPLE: YOU’LL NEED HELP

An editorial committee is a group of people who oversee and direct the storytelling activities of an organization. They should have deep understanding of the overall vision and values of the organization, a functional understanding of the organization’s mission and activities, and at least some familiarity with the role of communications in advancing that work.

## Who to include

Editorial committees vary in size, but we recommend keeping the group to no more than 7 people, including the convening member(s). Be sure to build a diverse and representative committee that includes many perspectives, areas of expertise, and stylistic sensibilities. Use this opportunity to broaden your team and bring more voices to the table.

One member of the committee should act as the “managing” or “executive” editor who is responsible for coordinating the committee, making final decisions, and directing the storytelling activities that follow.

All members of the committee should be very familiar with the story elements of setting, character, action, conflict, and resolution and be able to spot them as they go about their day-to-day business. You may need to introduce them to these concepts and provide examples to help them get up to speed.

## What they do

At a minimum, the editorial committee is responsible for three big tasks:

### **STRATEGY** setting overall aims

Host an editorial planning meeting once or twice per year where you use the activities in the workbook to guide the committee through developing the **core message**, identifying the **target audience**, and defining the **key objective** for your organization.

### **STORY SOURCING** acting as eyes & ears

Host regular story brainstorming sessions where you use the **element inventory**, **iceberg**, and **story diagram** activities to generate and refine ideas for stories to tell.

### **CRITICAL REVIEW** input on style & substance

Review processes vary: you may involve the whole committee or a subset of members, you may review pieces together through verbal commentary in a meeting or you may ask members to review separately and record their feedback. However you approach it, be sure to consolidate feedback to ensure the storyteller has clear direction.

# MODEL CALL FOR STORYTELLERS

We are seeking storytellers to help us find and share stories about our organization. They may be trained in their craft, they may be passionate amateurs, or they may just be game to try something new. Regardless of their background, we are looking for storytellers who possess these three qualities:

**TENDENCY** They see potential stories everywhere they turn and have a natural ability to organize information into the form of a story. Stories excite and inspire them. They enjoy helping others find and tell their stories.

**TALENT** They don't have to be best-selling novelists and blockbuster filmmakers, but they should possess a minimum level of competency when it comes to making content, whatever their chosen medium may be. They are constantly learning and practicing, getting more comfortable and skilled with the tools of their trade. They have a sense of style and quality.

**TEAMWORK** They understand that the stories they tell are part of a larger, shared effort being undertaken by the organization. As a result, they are open to critical feedback and editorial direction on their work.

## Qualifications

- Strong reading comprehension skills
- Exceptional writing skills
- General media literacy
- Organized and attentive to detail
- Self-sufficient and independent, able to meet deadlines and manage time
- Eagerness to learn and improve
- Creative and collaborative, able to make coherent sense out of disparate inputs
- Responsive to feedback and comfortable iterating
- Proficient to advanced media production skills, which may include any of the following:
  - Photography shooting and editing
  - Video recording and editing
  - Graphic design for print and digital products
  - Web design and development
  - Audio recording and editing

## Responsibilities

- Working closely with the editorial committee to find and capture stories
- Taking on storytelling assignments as directed by the managing editor
- Contacting and interviewing story subjects
- Attending and documenting events and activities
- Producing story content in selected media format(s)
- Refining story content in response to critical input from the editorial committee
- Finalizing and delivering clean, ready-to-publish content according to requirements

# EDITORIAL COMMITTEE MEETING AGENDA

Kick off your storytelling strategy by bringing together a few trusted partners to develop a shared purpose and to be your eyes and ears in the search for stories.

Use this model agenda to organize the meeting.

**PURPOSE** To develop a storytelling strategy for our school, identify our initial editorial priorities, and source our first round of stories to tell.

**OBJECTIVES**

- We have a core message, a target audience, and a key objective
- We have brainstormed storylines and prototyped stories for each
- We have mapped out our stories onto a content calendar

## AGENDA

### Intro to Storytelling

- Stories set the boundaries of what's possible. If we don't tell our story, someone else will.
- Stories can't change our school, but they can change what our school is known for.
- What do we want our school to be known for?

### Getting Strategic

- **Our Core Message:** What idea do we want to take hold?
- **Our Target Audience:** Who needs to hear that message the most?
- **Our Key Objective:** What are we trying to change about our audience?

### Stories to Tell

- **Story Element Inventory:** Brainstorm as many characters, settings, conflicts, actions, and resolutions as we can
- **Tip of the Iceberg:** Sort out the most resonant, compelling, and relevant elements
- **Story Diagram:** Arrange those elements into the shape of a story
- **Story Prototypes:** Sketch out how the story diagram comes to life in different media

### Making a Plan

- **Content Calendar:** Map our story prototypes to a content calendar
- **Assignments:** Decide who's doing what, set deadlines

## MEMBERS



Use the workbook activities to create your storytelling strategy together

# PLATFORMS: CHOOSE WISELY

Your stories can reach your audience through a wide variety of platforms. To create a drumbeat, choose a few platforms on which you'll regularly tell stories. Here are some tips and tricks for common platforms.

## EMAIL MESSAGES

### Who you can reach

- People whose emails you have—be sure to check with them before signing them up!
- Expect about a 30% open rate and 5% click rate

### Tips

- Send on a regular schedule so people know when to expect your updates
- Send messages around 10am or 2pm
- Write a short, enticing subject line
- Include images in your emails
- About 25% of recipients will read on a mobile device, so be sure to preview what your message looks like on a phone

### Platforms to consider

- Mailchimp, Substack, TinyLetter are all free for up to 2,000 subscribers and include lots of features
- Or, if you have a small list, simply send an email (but be sure everyone is BCC'd)

## FACEBOOK

### Who you can reach

- Nearly everyone uses Facebook:
  - 51% of 13-17 year olds
  - **81% of 18-29 year olds**
  - **78% of 30-49 year olds**
  - **65% of 50-64 year olds**
  - 41% of 65+ year olds

### Tips

- Post 1-3 times per week
- Boost important posts for \$5-10 to get more reach—select your target audience carefully
- Share important news (like school closures and holidays) so that your page is a resource
- Upload photos regularly
- Upload videos directly to Facebook

## BLOG

### Who you can reach

- Posts can be shared on many platforms, so blogging is a great way to make shareable content
- Helps people see what you're up to whenever they visit your website
- Blog posts will also show up in web search results, which helps spread your news widely

### Tips

- Write descriptive, enticing titles
- Include images to make your story real
- Include inline links to connect to other content
- Keep posts short—750 words or fewer
- Write for the web—use short, chunky paragraphs that are easy for readers to scan

### Post formats to consider

- Q&A interview with an interesting character
- Recap of a memorable event or activity
- Roundup of Tweets about a topic or event
- Photo essay
- Listicle of resource materials

## INSTAGRAM

### Who you can reach

- Instagram's audience leans younger:
  - **72% of 13-17 year olds**
  - **64% of 18-29 year olds**
  - 40% of 30-49 year olds
  - 21% of 50-64 year olds
  - 10% of 65+ year olds

### Tips

- Create a hashtag for your school or district
- Use trending hashtags in your community
- Make sure your profile includes the relevant details, including your website domain
- Create Instagram stories
- Re-gram relevant post from your community
- Engage with parents and community members

## PRESENTATIONS

### Who you can reach

- Presentations are great for organizing your thoughts and telling a coherent story at meetings of the school board, PTA, community, and more
- Slide decks for presentations can also be converted to PDFs and shared by email for download

### Tips

- Begin by creating a skeleton of the entire presentation structure
- Include photos to make your story real for your audience
- Keep the text on slides short and big—your script for each slide can be longer and written in the notes field

### Software to consider

- Google Slides and Microsoft PowerPoint are both great for creating presentations
- Canva is a free tool for creating attractive graphics

## PRINT FLYER OR MAILER

### Tips

- Use text headings to signal what is most important
- Include photos to accompany text
- Make sure your content is “evergreen,” so that if you print a large quantity they can remain up-to-date and relevant
- Consider both printing and postage costs

### Formats to consider

- Postcards to remind people of key milestones or messages
- Flyers about individual events or programs
- Brochure about the impact you’re having in the community
- Two-pager that is easy to edit and print from your office

### Software to consider

- Microsoft Word has many formatting options, and Google Docs and Google Slides are pretty powerful, too
- Canva is a free tool for creating attractive graphics

## VIDEO

### Tips

- Start with a simple storyboard to chart out the key points you want to make and the main scenes that will help you make them
- Capture video footage of everyday activities to use as b-roll to show what learning looks like
- Use a simple, repeatable format that can become a series
- Interview 2-3 people (including a student) to get multiple perspectives
- Keep it short—edit interviews and use just the best of what you capture
- Or record and stream live updates to skip the editing step altogether
- Once videos are complete, be sure to distribute them widely on your website, YouTube account, social media, and via email

### Formats to consider

- Q&A with someone making a difference at your school
- “A Day in the Life” of a student, classroom, teacher, or administrator
- Profile of a program or initiative and its effect on learning
- “I love our school” series that interviews students, parents, faculty, staff, and community members about what they love about their school/district

### Software to consider

- Use your phone to capture video, or move a step up and use a digital SLR camera on a tripod, and a lavalier microphone to capture interviews
- YouTube has built-in editing software, or try Blender, Lightworks, or Shotcut (all free video editing software)

# PICK YOUR PLATFORMS

This platform chooser can help you decide which platforms are right for you. **For each of the platforms listed, circle “yes” or “no” to answer questions A-D.**

	<b>A</b> Do you already use this platform?	<b>B</b> Are you comfortable and capable on this platform?	<b>C</b> Can your audience be found on this platform?	<b>D</b> Does your content fit well on this platform?	<b>We'll use this platform in our strategy</b>
<b>Blog</b> If you have talent and time for writing and have an audience of readers	yes / no	yes / no	yes / no	yes / no	
<b>Email Newsletter</b> As a complement to routine informational updates	yes / no	yes / no	yes / no	yes / no	
<b>Facebook</b> Great for reaching parents, families, and communities with a mix of media	yes / no	yes / no	yes / no	yes / no	
<b>Instagram</b> If you're more of a “show” than a “tell” kind of storyteller and you've got great scenes	yes / no	yes / no	yes / no	yes / no	
<b>Presentation</b> If you have a case to make and verbal storytelling is going to help you win	yes / no	yes / no	yes / no	yes / no	
<b>Printed Matter</b> As a way to create lasting evidence that something amazing happened	yes / no	yes / no	yes / no	yes / no	
<b>Video</b> You've got a movie studio in your pocket	yes / no	yes / no	yes / no	yes / no	
Fill in the blank above—Twitter, LinkedIn, press pitching, text messages, signage, etc.	yes / no	yes / no	yes / no	yes / no	
Fill in the blank above—Twitter, LinkedIn, press pitching, text messages, signage, etc.	yes / no	yes / no	yes / no	yes / no	

Tally up your answers for each platform. **If the platform has 3 or more “yes” answers, put a check mark in the final column, indicating you'll use this platform in your strategy.** Three platforms is a good number to start with. Use your best judgement in selecting the right number of platforms for you and your capacity.

# PLAN: TAME TIME WITH A CONTENT CALENDAR

A content calendar is a flexible framework you can use to plot out your stories into coherent storylines that align to your overall strategic aims.

Write your message, audience, and objective at the top of the editorial calendar (inside the fold).

Label the columns of the editorial calendar with the upcoming months.

Plot important milestones in the top row, including events, deadlines, and opportunities for storytelling.

Label the remaining rows with storylines you'd like to develop during these months.

In the cells, fill in stories that will form the drumbeat of your storylines.

## CRAFTING YOUR PLAN

- Be realistic about how many stories you plan to tell—it will be easier to stick to your plan if it matches your abilities.
- Plot a variety of stories in a variety of different formats.
- Consider how your storyline builds over time. What do you need to introduce first? How can you build on that context after you've set it?

# CONTENT CALENDAR

You'll find another copy of this calendar (as an 8.5"x11") in the appendix.

**MESSAGE:**

**AUDIENCE:**

**OBJECTIVE:**

	MONTH:	MONTH:	MONTH:	MONTH:
Important dates & milestones				
<b>STORYLINE:</b>				
<b>STORYLINE:</b>				
<b>STORYLINE:</b>				

# TO DO THIS OVER AND OVER AGAIN, YOU MIGHT NEED AN EXTRA COPY.

You've found the appendix of this workbook! There are extra copies of the worksheets here, so that you can practice telling stories.

You can also download PDF versions of these worksheets at [rootandall.com/learningstories](https://rootandall.com/learningstories)

# MESSAGE > AUDIENCE > OBJECTIVE

Write down what you want your school to be known for. This is your core message.

**MESSAGE:**

Name and specify the group of people who most need to hear your message.  
This your target audience.

**AUDIENCE:**

Describe the current state of your audience **and** what you want their future state to be.

**CURRENT STATE OF AUDIENCE:**

**DESIRED STATE OF AUDIENCE:**

Your key objective is to move your audience from their current state to your desired state. Restate the two boxes above to define your objective here.

**OBJECTIVE:**

# STORY DIAGRAM

In... <b>SETTING:</b>	where... <b>CONFLICT:</b>	these people... <b>CHARACTER(S):</b>	set out to... <b>ACTION:</b>	so that... <b>RESOLUTION:</b>
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Sum up the gist of your story in just a few words. Do this last.

**TITLE:**

# PROTOTYPE: BLOG POST

Give your post an enticing title.

**TITLE:**

Your post will need a photo or graphic that represents the story. Draw it here.

**FEATURED IMAGE:** (setting and/or characters)

What's the single-sentence introduction to your blog post that teases the content?

**EXCERPT:** (conflict or action)

Plot out the bullets of your post content. Here's where you translate your story diagram into 4-10 points that tell your story in written narrative form.

**POST CONTENT:** (setting, characters, conflict, action, resolution)

# PROTOTYPE: EMAIL MESSAGE

Write a subject line that will get recipient to open and read.

## SUBJECT LINE:

Plot out the moves you'll make in the body of the email.

## EMAIL SECTIONS/PARAGRAPHS:

(setting, characters, conflict, action, resolution)

Who will receive the message? You'll need a list of email addresses.

## MAILING LIST:

Emails can link to other places that take readers deeper into the story. What will this email link to?

## INLINE LINKS/ATTACHMENTS:

What images can you embed in the message to show your story?

## IMAGES TO EMBED:

# PROTOTYPE: FACEBOOK POST



**PAGE NAME:**

**POST DATE & TIME:**

**POST TEXT:** (describe the conflict, action, and resolution)

---

---

---

Sketch the video or media that you'll include in your post here.

**IMAGES OR VIDEO:** (show the setting and/or characters)

---

 Like       Comment       Share      

---

   **REACTION COUNT GOAL:**      **COMMENT COUNT GOAL:**

---

# PROTOTYPE: INSTAGRAM POST



PAGE NAME:

POST LOCATION:



Sketch the photo that this post will feature.

**IMAGES OR VIDEO:** (show the setting and/or characters)



LIKE COUNT GOAL:

**POST TEXT:** (describe the conflict, action, and resolution)

---

---

6 MINUTES AGO

**HASHTAGS:** #

#

# PROTOTYPE: PRESENTATION

Write out the progression of presentation slides that would tell the story. What would the sections of your presentation be? How will your presentation progress from introduction to conclusion? What turns will it make along the way?

**1** Get their attention, introduce your character  
(character)

**2** Set the context, show the broader picture  
(setting)

**3** Introduce what's at stake  
(conflict)

**4** Callout some data to show the impact

**5** Show steps you're taking to make change  
(action)

**6** Provide an example of an immediate outcome

**7** Envision the long-term impact  
(resolution)

**8** Show them what comes next

# PROTOTYPE: VIDEO

Create a storyboard for your video. Sketching the scenes will help you understand what footage you need to capture and what other elements need to be in place.

**1** Get their attention

**2** Set up context and introduce your character  
(setting & character)

**3** Show them what change looks like

**4** Show them why it's important  
(conflict)

**5** Show them how you're doing it  
(action)

**6** Show them what comes next  
(resolution)

# CONTENT CALENDAR

MESSAGE:

AUDIENCE:

OBJECTIVE:

MONTH:

MONTH:

MONTH:

MONTH:

Important  
dates &  
milestones

STORYLINE:

STORYLINE:

STORYLINE: