Lights, Camera, Advocacy: Digital Storytelling for Your Library
PLA Conference 2016


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 Ways to use Digital Storytelling for Advocacy

1. Awareness: Summer Reading Program
2. Awareness: Libraries Transform
3. Action: New Library Building
4. Action: Summer Reading Program
5. Vote Yes: Best Kept Secret in Town
7 Tips for Creating Digital Stories

1. Storymining
2. Show a transformation
3. Have a hero
4. Know your story paradigm
5. Pull apart stories
6. Put it on paper
7. Surprise yourself

Storymakers 2016: Digital Storytelling Challenge
More details at: www.techsoup.org/storymakers

Ginny Mies
gmies@techsoupglobal.org
@techsoup4libs
techsoupforlibraries.org

Crystal Schimpf
crystal@kixal.com
@crystalschimpf
kixal.com