TELLING YOUR STORY

A Guide to Communication and Social Media

This resource has been a collaboration between the Department of Internal Affairs, the Christchurch City Council, the Waimakariri District Council and Rātā Foundation.

Our intention is to assist those we fund in the communities we serve to navigate the art of promotion and social media.

INDEX

Getting Started - Writing a simple communications plan

How to shape your story for the media…………………………………………………….. 7

How to write a media release

Why should you use social media?

Non-profit storytelling via social media

A social media mini guide

Digital Storytelling…………………………………………………………………………… 16

Social Media - glossary of tools

GETTING STARTED
Writing a Simple Communications Plan

Everyone communicates. If you send an email, have a website, Facebook, brochure, annual report you are communicating. But are you being strategic in your communications? Do you have a communications strategy?

A communication strategy looks specifically at who you are trying to reach i.e. your audience, what your messages are and what are the outcomes you are looking to achieve. It's important to remember there is a real difference between a plan and a strategy. A communications plan the tools you use and implementation. A strategy is about why and how you are using those tools and the tactics you will employ and critically how each tool and tactic works together to achieve your goals and objectives.

Let's Get Started…

So maybe you've just developed a new initiative, service or product that's going to make a real change to the way your organisation delivers its service or programme or deals with its clients.   It could also be that your organisation doesn't have a communication strategy and you are looking to formalise the way you do this in the future. But how do you tell all the people involved with your service - those that would be affected and those that could have an effect - about the change that's about to happen?

What you need is a **communication plan**. A communication plan need not be difficult. It's simply a matter of identifying what you need to say, who you need to say it to, and the most effective way to say it. A lot of people are going to be interested in what you're doing and you need to identify:

1. *Who they are*
2. *What to tell them*
3. *How to tell them*
4. *Who is going to tell them*
5. *When they are going to be told*

The Communication Plan

Start with a brief, one sentence statement of what the change is, how it will help and who will benefit. Literally 25 words or less. Put it at the top of page one in italics, quotes, bolded, boxed or some other way to make it stand out. This one sentence is your initiative's raison d'être or key communications objective, and it will help you keep focused while you develop your plan.

Situation Analysis

Next comes a brief story on what has brought about the change. It might be the changing needs of a key target market, or a new project or service or how your organisation will communicate going forward as a whole.

Keep it brief and punchy, using active speech and plain English. Try to keep it no longer than three paragraphs with no more than three sentences per paragraph - if it goes longer give it a hard editing and pare it back - and then put it under a heading like Situation analysis or Current situation.

Stakeholder Analysis

The next step is to identify the people that need to know. You already know who they are; it's simply a matter of mapping all of your organisation's stakeholders that will be affected or potentially have an effect. Obviously clients, also employees, volunteers and other service providers, funders, donors, community groups, MPs and local government representatives, will be target audiences.

Is there potential media interest in what you're doing? If so, the media should also be on your stakeholder list. Bear in mind though, that the news media does not provide free advertising and once you've given the media the information you've no longer got control of the message.
If what you need to communicate has a potential bad news angle it might be best to communicate directly with the people that need to know first, and at the same time get ready for media enquiries rather than give the media the story and expect it to run your way. The media is not necessarily your friend.

So what you're looking for is all the people or groups that have a real or potential interest in, or an effect on, your service or project. List your stakeholders in order of importance along with a short sentence of how they would potentially be affected by the changes, or how they could affect what you're trying to achieve. Remember there is no such thing as a 'general public'. Each of your 'publics', or stakeholders, are different so each will probably perceive your service or project differently. Put your list into your communication plan under the heading of Stakeholder analysis.

Key Messages

Now make a list of short, concise sentences that say the what, where, when, why, how and for whom of your service or project. Refer back to your one sentence, or key communication objective, at the top of page one to keep you focused. While you're building your list keep referring back to your list of stakeholders and put yourself in their shoes. This will help to ensure you have the answers to all of their potential questions.

Communication Channels

Your next step is to identify the best way to tell each of your stakeholders what's happening. There's no such thing as a 'one size fits all' solution to communication. Each stakeholder or group of stakeholders will have one or more preferred ways of receiving information and your challenge is to find the best and most effective method or methods.

The right channel could be anything from a simple letter to a mass media advertising campaign and might include newsletters (printed or email), your website, brochures, flyers, banners and posters, even press, journal, internet, radio or TV advertising, journal articles, maybe a media release to all media or just a call to the editor or a journalist at the local paper, or even setting up a Facebook page, Twitter account or other form of social media which might appeal to your specific audiences.

New media and ways of getting your message out are emerging all the time and each channel is worth investigating to see if it's where your stakeholders will be seeking information. You can use your key messages as a starting point for your Frequently Asked Questions. If you have the names and addresses of your customers and other stakeholders then a personal letter or email is often a cheap and effective channel. If necessary you can tailor individual letters or emails to different stakeholder groups.

Communication Matrix

Now you've come to the part where you can really start to simplify things, and one really useful way to do this is with a matrix. Just list all of the channels available to you on one column and all of your stakeholder groups on the other. Then for each stakeholder tick the box for the channel or channels you have selected as the best option. Here's a simple example:

	Personal Letter/Email	Newsletter	Website	Media Release	Briefings	Social Media
Clients	√	√	√			√
Employees		√			√	
Volunteers	√	√				√
Suppliers	√					
Service Providers	√	√	√			√
MP's	√	√				
Ministers	√					
Media				√	√	√

That's it, you're pretty much done. All you've got to do now is assign tasks to the people who are going to help you, set deadlines and tick off each part of the plan as it's completed.
One way to do that is to tabulate your plan, print it out and keep it on your desk or pinned to the wall.

Be sure to include the following:

Message: What do we need to tell them?

Channel: How are we going to tell them?

People: Who's responsible for doing it?

Deadline: By when does it need to happen?

Budget: How much is it going to cost? When?

Evaluation: How are you going to evaluate each tactic's success?

And that's your communication plan. It's simple, effective and should only take a few hours to complete. It's also there as a reminder in case anyone gets lost along the way.

And finally, remember that quite often plans don't go according to plan and even the world's best communication plan will still need tweaking and updating along the way.

HOW TO SHAPE YOUR STORY FOR THE MEDIA

Newspapers, TV, radio and online news channels are a cost effective way of promoting your project. They can reach a large audience in a short time, which is why it is important to provide clear and accurate information. The media which is most likely to benefit your project is your local newspapers so don't overlook the community newspapers in your area.

Real people and their stories are the most interesting to read. Find people in your community whose life has been changed for the better by your project. Interview them about their situation, how they feel now and get their permission to quote them in your media releases. Get some good high resolution photos or liaise directly with the media to get them to send out a photographer. Don't forget your staff and volunteers can be a story too.

A well-written media release is invaluable for local papers but remember many of the bigger newspapers receive hundreds of media releases via e-mail a day. If you really want to stand out from the crowd, direct liaison with the editor, chief reporter or specialised reporter is your best approach and backing that up with your social media efforts. Make sure your news is current - something that happened a month ago isn't news.

Spend some time before you go to the media examining your angle? What is novel about your story? Is it topical? Can you link it to something else that is making headlines? Many media outlets monitor other newspapers and social media and pick up on interesting or novel approaches, so the right story with the right characters could get you featured on the radio or bring TV cameras to your project. If you get picked up, make sure you link from your website to the story or video on the website of the news outlet that featured you.

HOW TO WRITE A MEDIA RELEASE

The Dos and Don'ts of Media Release Writing

Creating a compelling press release is easy with the right template. Do not rush yourself as you could easily forget details relevant to your event or project. Here are some **important dos and don'ts** to remember when you are writing a press release:

- ✓ **Do** give your press release an informative title. Your goal is to captivate the attention of your reader immediately.
- ✓ **Do** place your important facts right away. You need to address the who, what, where, and when of the event immediately.
- ✓ **Do** make sure your press release is written in a way to be accepted by the media. You must convey current news or events to gain their attention.
- ✓ **Do** find the right media for your story.
- ✖ **Don't** use a press release for free advertising. You want to send out a press release when you have news to announce, not a link to gather.
- ✖ **Don't** make your press release over two pages.
- ✖ **Don't** send attachments with a press release.
- ✖ **Don't** forget important details including the contact information.
- ✖ **Don't** place an opinion in a press release. Keep it short, simple, and support it with facts.

Using the right press release for your intended audience will help you gain the coverage you need. Use this helpful outline to get started with your press release. In this day - the best way to send out your media release is liaise with some of the journalists you are targeting to ensure your release is not lost amongst the hundreds sent to media outlets a day.

Top Tips

#1. **Have a newsworthy story.** To get your message communicated through the publication, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication.

#2. **Write it like a reporter would write it.** If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article. No biz blab!

#3. **Provide some good quotes.** Providing good quotes – provides the flavour for your story and gives it a more human feel. Try to avoid being verbose and to technical. Quotes should have authority and human appeal.

#4. **Contact your top outlets personally.** In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat.

Media Release Template

This template can be used to create a media release for your project, event, service or organisation. Now you're ready to write…

EMBARGOED UNTIL 3.00PM ON 15TH JANUARY 2017
Include an embargo date and time so the story isn't printed early.

LOGO - Insert your logo at the top right hand of the page.

HEADING - The heading should tell the story in a few word - ideally no more than eight.
Example:
Community Support Gets *Fanfare* Installation Underway

FIRST PARAGRAPH - The first paragraph should contain all the key information. Who, what, where and when.
Example:
Installation of New Zealand's largest public sculpture at the northern entrance to Christchurch City is set to go ahead in 2015 after Rātā Foundation awarded a $100,000 grant toward the project. The sculpture, titled *Fanfare* has been commissioned by the Christchurch City Council and produced by SCAPE Public Art for the people of Christchurch, Canterbury and New Zealand.

DESCRIPTION - Insert a short description of the project. Stick to educational and community benefits and avoid jargon.
Example:
SCAPE Public Art, the producers of *Fanfare* have appealed to and engaged the Christchurch, Canterbury and New Zealand community with the Fanfare installation. In June 2014, SCAPE Public Art launched a fundraising campaign to raise the remaining $360,000 to install *Fanfare*. Support has come from all corners of the Christchurch, Canterbury and New Zealand community - the corporate sector, the arts, individuals and the public. Earnings from family garage sales, staff consortiums, the *Fanfare* Corporate Fan Club, sales of limited edition *Fanfare* wall works, and materials and services donations have been received towards the installation of *Fanfare*.

FACTS - Add some interesting historical or statistical information e.g. project will bring xxxx in tourism dollars to Canterbury.

QUOTES - Add a quote from your organisation and other organisations who have helped your organisation, project or service - keep it short, natural and 'human'. Aim to create a sound bite the media will want to use.

FURTHER INFORMATION - Add contact details which media can use for further information. If you have a high resolution photo or video do send it in with the media release.

WHY SHOULD YOU USE SOCIAL MEDIA?

Social media is an important channel for reaching, reconnecting and engaging with supporters. Social media is first and foremost about the conversation or visual impact. People are very quickly turned off by overtly promotional material.

Why you need to keep the conversation going
Remember that group or person who signed up to receive your newsletter, liked you on Facebook, or followed you on Twitter. Don't just forget them and leave them hanging. You need to maintain and build on the connection beyond your annual appeal or email newsletter.

Think about why they might have liked you in the first place? They want to hear more of your story and follow your organisation's journey, witness first-hand how you deliver impact through your work. When it comes to social media, you don't have to be everywhere - but you should be where your supporters are, and choose a platform which best supports your overall communications strategy. It's all about engagement and growing your relationship with your supporters, so, that they feel like they are on the journey with you.

10 Easy ideas for Social Media sharing

1. Share photos or video of your volunteers in action
2. Celebrate a success story
3. Share a story or testimonial from a beneficiary or supporter
4. Introduce a team member
5. Give a "behind the scenes" look at the work you do – video or photo
6. Give a 'teaser' of an upcoming event, program or newsletter
7. Connect your work to a news story, trend, or meme
8. Ask a question of your audience
9. Choose a 'fan of the day' and give them a shout-out
10. Pick a day of the week - like Fun Friday and report on something fun and happy

NON-PROFIT STORYTELLING VIA SOCIAL MEDIA

Pairing your non-profits' stories with social media is a smart tactic for engaging supporters and inspiring them to take action. When coupled with a compelling story and an integrated communications strategy, social media is an easy way to promote stories about your cause.

Here's why social media works:

> **It's dynamic.** Social media makes it easy to combine text, photos, video and interactive elements to tell a richer story than words alone.
>
> **It puts stories front and centre.** For many, social media is a part of daily life. Sharing your stories through social channels helps your organisation stay at the top of supporter's minds.
>
> **It's easy to consume.** By breaking your stories into snackable sizes - just right for social media - your readers can engage with your message quickly from anywhere they happen to be.
>
> **It provides instant feedback.** Social media works in real-time, unlike other channels. Get insight on what resonates with your supporters by offering a variety of stories and formats. Utilise analytics to follow what works and what doesn't and make adjustments to how you present accordingly.
>
> **It's shareable.** Stories that amaze or inspire are irresistibly shareable. Take advantage of the fact that social media tools are built to allow people to share and interact. Let your social media fans help you spread the word and attract new supporters.

Develop your social content

How should you package your stories so they stand out? Think outside the box when presenting stories via social media. Here's a few ideas to get you started:

- Make them part of the action.
- Give your supporters a virtual 'backstage pass' by sharing a play-by-play of live events or behind-the-scenes activities.
- Create a serial drama.
- Never underestimate the power of the cliffhanger: tell your story in instalments over several days or weeks. Use hashtags, photo albums, and landing pages to link the pieces together.
- Invite your supporters on the journey. Take readers on a journey to your work and local outreach events through video, photos and up-to-the minute updates. Use a combination of formats to really capture the full experience.
- Curate an exclusive exhibition.
- Have a collection of artefacts, illustrations, or thank-you notes from clients, volunteers and the community. Show them off and let them speak for you.

A SOCIAL MEDIA MINI GUIDE

Facebook: Be 'like'-able

Facebook is a daily destination for your supporters. Don't be absent from their routine. This is a great way to interact with fans and showcase what you're all about. The key is to provide plenty of opportunity for your supporters to join the party. Get more out of Facebook with these guidelines:

Post consistently. Commit to posting at least once a day, and post at a consistent time of day. Studies show that early morning and late afternoon updates have the best results. Use Facebooks insights to track when your audience is online and then post content during those times for maximum engagement.

But not too much. Posting more than a few times a day may overwhelm fans and cause them to tune out.

Spark conversation and action. Encourage conversation by posing questions, asking for input, and responding to their comments.

Discuss current events. Your fans are more likely to share your content if it is relevant, timely and entertaining.

Use images. Photos and video help your posts stand out. Use compelling images of the people and animals you impact to make an emotional connection and get supporters to click, read, and interact.

Encourage shares, likes, and comments.   More comments, likes, and shares for a piece of content improves the odds that your updates will be seen by more of your fans and friends.

Monitor your page. Use the Facebook Insights page to get an idea of what is working and what isn't on your page and what the demographics are of your fans - this will help shape content which will interest your audience.

Instagram and YouTube: Social + Visual

In the 'skim and click' environment, eye-catching photos and engaging videos help your organisation stand out. Whether you use Instagram, YouTube or another photo or video service, here are some things to keep in mind:

Share the love. Create compelling visual content that your fans will want to share. Don't forget to share alike: sharing others' photos and videos is a good way to serve your audience and be part of the larger social ecosystem.

Meet their needs. Remember when posting resist the urge to insert your appeal and concentrate on informing, updating and engaging your fans with photos and videos.

Show your personality. Show your true colours with emotion, humour and honesty. Don't worry about being perfect - just be real.

Twitter

On Twitter, your non-profit can add value, respond in real time, and be part of a larger conversation with supporters, like-minded organisations and influencers. News updates, events-based information (such as tweeting key moments from an event), and sharing related resources work well in this format. Some tips for making the most of your tweets:

Be in the moment. Don't just "set it and forget it" on Twitter. Be timely and current with your updates, and always be responsive to direct messages, mentions, and replies.

Offer more. Don't just repost the same content from your newsletters. Add bonus information and related resources, and point them to the rest of the story.

Be part of a conversation. Social media isn't meant to be a one-way megaphone. Interact with your followers, answer questions, offer resources, and join in with your point of view.

Listen. Watch for comments about your cause, organisation, and sector. Use this feedback to inform your outreach.

LinkedIn is not just for individuals, it's a place for organisations to profile who they are, what they do and engage with a wide audience. It all begins with your company page. A LinkedIn company page showcases your non-profit's cause, benefits, events, and services while sharing relevant news and information that your donors might not find on their own. Plus, your followers have the opportunity to share your content and extend your organization's reach. Here's how to get started:

1. **Create your page**
   If your organisation doesn't have a company page, create one now! Make sure you add a header image, logos, a detailed description about your non-profit and the community or industry you serve, a website link, and featured groups.

2. **Maximize your presence**
   Add services and programmes to your page such as your fundraising events, partnership activities, training programs, or volunteer opportunities. Once you've created your projects and services section, ask your connections to recommend them through the tools offered by LinkedIn - it's easy. Having recommendations on each of your events, products, and services will allow prospective donors to see who's finding value in your organisation.

3. **Engage your followers**
   When posting updates to your company page, make sure you're following best practices to create content your followers will read, comment on, and share.
   - *Use images:* According to LinkedIn, posts with images have a 98% higher comment rate, so don't skimp.
   - *Include links:* Posts with links to other content have twice the engagement rate than posts without.
   - *Add videos:* Adding a video to your company page update can result in a 75% higher chance of that update being shared by your followers.
   - *Post frequently:* Organisations that post 20 times per month reach at least 60% of their audience. That works out to about one post per business day.

4. **Attract more followers**
   First, invite your donors and connections to follow your company page. Explain that you'll be providing valuable content and updates, making it easy for them to stay informed. This will give your current followers a reason to share your content with their connections, providing your organisation with exposure to a greater audience and the opportunity to gain new followers. You can always view who is following your company by clicking on the number of followers near the top of your page. Second, try experimenting with sponsored updates to reach additional new followers. Be sure to try the great segmentation tools LinkedIn provides to help you reach your target audience. Last, add a LinkedIn icon to your website and email signatures and link the icon to your company page.

5. **Make it part of the big picture**
   It's important to think about LinkedIn when creating your communications plan. It should include updating your company page and seeking connections. Remember, the goal is to use LinkedIn to provide information your donors will be likely share with their networks, which includes prospective donors.

Key rules for Social-lising

Don't be boring. Don't use jargon. Talk to your supporters like a real person, and keep your message interesting.

Don't come on too strong. Don't overwhelm with too many updates or too much information.

Be a good listener. Conversation is two-way communication. Don't just give your audience way to talk back; listen to what your fans are saying, and be sure to respond.

It's not all about you. It's true everyone loves to talk about themselves – that includes your donors. Showcase them as part of your story, share the impact they have, and invite them to chime in with their ideas and testimonials.

Be yourself. Your non-profit should have a unique personality and point of view. Express this when communicating with your supports. It helps them get to know you better and sets you apart from other organisations.

Website

If you don't already have a website you can easily set up a basic one.
www.wordpress.com has a template that lets you easily create a simple website and they have lots of guides to help you.

Ask your 'community' e.g. local businesses, schools, local councils, other service providers, funders, events calendars to include information about your project on their website with a link back to yours.

If you also have Facebook make sure you keep it current and interesting and let it serve as a driver back to your website.

Make sure you include practical details such as contact details and directions. Remember your website serves as the 'front window' to your organisation so always keep your information current and relevant.

DIGITAL STORYTELLING

Telling stories is important. It helps to connect people to the human experience. It is how we get meaning from the 'stuff' that just happens. Without question, digital technology has accelerated the tempo of the world's activity and the human engagement and connections.

Stories translate values into action. It is how we construct identity as individuals, communities and nations. This helps us to inspire action and make choices.

Everyone one and every organisation has a wonderful story to tell. In order to change the world you need to engage the heart and the head to inspire/create action.
The power of story is in the way it can bring authentic emotion to otherwise logical and information rich presentations.

Knowing your audience is important. This determines what method you will use to tell your story. Here is a link to a guide produced for NGOs in Canada, 'Stories Worth Telling'
https://capacitycanada.ca/wp-content/uploads/2014/09/CWR-Storytelling-Manual-12-2013.pdf

The guide helps you find your stories; create a culture of storytelling in your organisation and the structure of a good story.

Who is your Audience? What products are they using?

Research from the Pew Research Centre from September 2014 shows that overall 71% of internet users in America are on Facebook and more than half of adults over the age of 65 using the internet are on Facebook. 53% of the users of Instagram are aged 18-29 and 49% of them use it more than once a day. The use of Multi-platforms is increasing up 10% from 2014. This means 52% of all internet users have more than one social media platform that they use. Women dominate Pinterest with 42% of all online women using the platform compared with 13% men.
http://www.pewinternet.org/2015/01/09/social-media-update-2014/

This information is probably reflective of what is happening in New Zealand as well.

Knowing who your audience is and what product they are using is so important. You don't want to waste time or energy on something that isn't going to fit your audience.

After knowing your audience think about what trends are important. The biggest one for online content the past year or so is VIDEO! If your story has or IS video content it is hundreds of times more likely to be viewed and shared.

Try and be interested in what the next big thing might be. At the moment Ello is setting itself up as competition for Facebook. Ello is currently full of artists and creatives and is known as the 'Hipster's social network' but if you were a trailblazing NGO you could set yourselves up a niche spot in the 'new Facebook'! You could start driving people towards your content if you wanted to.

SOCIAL MEDIA - Glossary of Tools

Here are some other tools not covered in the chapters above which can help you tell your story to a digital audience.

Photo and Video Editing Tools

One of the key tools for a compelling digital story is the image, photographs or video that accompanies your story. Most smart phones or tablets have a reasonable camera that can take good quality images. Here is a list of photo and video editing apps or software that can help you create and enhance your images to use in your stories.

VIDEO

- *iMovie* - Apple's own video editing suite for iphones, macs and ipads.
- *Pinnacle Studio* - Less casual than iMovie, it allows for more complex transitions between clips and fancy effects.
- *Voddio* - Voddio is a professional-grade video and audio editor App for mobile journalists and story tellers, that support rich editing of two tracks of video and up to four tracks of audio. Here is a link to how a BBC journalist uses his iPhone to make his stories - including Voddio. https://www.journalism.co.uk/news/five-examples-of-iphone-journalism-from-bbc-5-live-s-nick-garnett/s2/a551533/
- *YouTube Video Editor* - You will probably want your own Youtube Channel so why not use their video editing app? You can add over four million creative commons films to your project.
- *Windows movie maker* - comes free as part of Windows package.

PHOTOS

All PCs will come with photo editing software. Apple Computers also have their own photo editing software. Here is a list of some other applications or software you can use.

- *Camera + app* - has iPhone/iPad and Android versions. It is like putting a SLR lens on your phone camera. In other words it makes your photos a lot sharper and gives you more options when you are taking your photo. Basically what you do is open this app to take photos rather than the Camera App that came installed on your phone/tablet.
- *Snapseed* - an app that works on iPhones, iPads and Android phones. It balances the line between functionality and being very intuitive to use. Snapseed is a definite favourite in the app store. You could use Snapseed to edit your photos and then upload them to your other media channels like Instagram and Facebook.
- *Photo Editing Online* - there are lots of places online where you can edit your photos. Some of these serve as storerooms or showrooms for your digital images as well.
- *Tuxpi* - online photo editor that works directly in your browser.
- *Picasa* - an online album site where you can edit your photos as well as share them with others.
- *Flickr* - also an online album site with advanced editing options for your photos.

Storyify - how to make the web tell a story. Storyify allows you to grab tweets and social media and drag them into a format where you can add 'explainers'. This could be a great tool to use if you get a lot of random feedback on Facebook and Twitter. https://storify.com/

Datawrapper - this allows you to make charts and maps in four steps. https://datawrapper.de/

Thinglink - an interactive media platform that empowers publishers, educators, brands, and bloggers to create more engaging content by adding rich media links to photos and videos. Any image you post online can have links embedded into the image that can direct people to other sites or just give them more information about the subject. https://www.thinglink.com/

Timeline JS - Create an interactive timeline using a google spreadsheet that is provided by the online app. Great to use if you want to snazzy up your web site with the history of your organisation. It is free and open source.
http://timeline.knightlab.com/

Wordle and Tagxedo - These online sites shape your words into shapes, the most dominate words are the biggest
http://www.wordle.net/, http://www.tagxedo.com/

Here is an example of a word cloud: http://aea365.org/blog/susan-kistler-on-leaving-wordle-for-tagxedo/

Steller - https://steller.co/ This is the first story telling app designed from the mobile first point of creation. It means you can create stories on the run and immediately wherever you may be.

Storehouse - https://www.storehouse.co/ Like Steller, Storehouse lets you tell your digital stories visually. Storehouse is probably more video friendly than Steller.

Online Curation
➢ *Flipboard* - This app integrates news and copied links from media outlets from around the world and presents it in a magazine format. This format would be ideal if you create a lot of content and want to present it to a digital audience in a magazine style along with other content you 'curate' to go along with your title. I personally adore Flipboard and use it all the time to read news and find out about new things I'm interested in.
➢ *Pinterest* - Pinterest is a free website that requires registration to use. Users can upload, save, sort, and manage images - known as pins - and other media content (e.g., videos and images) through collections known as pinboards. Pinterest acts as a personalized media platform. Users can browse the content of others on the main page. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organized by a central topic or theme. Users can personalize their experience with Pinterest by pinning items, creating boards, and interacting with other members. By doing so, the users "pin feed" displays unique, personalized results. http://en.wikipedia.org/wiki/Pinterest
➢ **Blogging** is simply the discussion or an informational piece published on the web. Sites you can use to host your blog include Tumblr, WordPress, Blogger.com and Weebly.

Managing all your content:
Creating all this content and putting it into different places can be confusing. There are apps and software that can help you manage this as well. The most well-known is probably https://hootsuite.com/.

There are more out there you can try for free but most will want a fee for long term use. Professional accounts normally work out to be $20 - $50 per month so you will definitely want to know that it will work for you before you subscribe.

Finally some tips on using your camera/phone to take good photos and video:

http://clickitupanotch.com/2014/08/storytelling-photography/
http://www.socialbrite.org/2011/08/09/tips-for-telling-stories-on-camera/
http://www.socialbrite.org/2010/07/28/guide-to-shooting-better-online-video/
http://www.socialbrite.org/2010/06/11/mash-up-a-visual-story-for-your-nonprofit/