

The Power of Digital Storytelling

Digital Storytelling with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.

Questions:

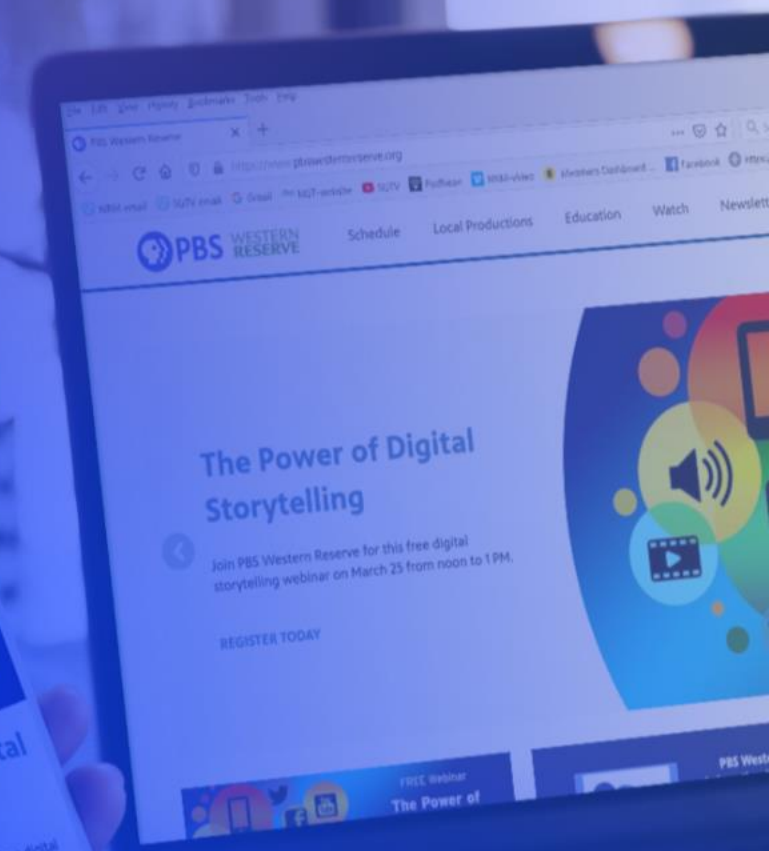
Feel free to submit any questions in the chat box during the presentation.

Topics

- What is Digital Storytelling?
- The Definition of Digital
- The Definition of Story
- The Importance of Story
- The Definition of Telling
- The Purpose of Storytelling
- What is Digital Storytelling?
- The Purpose of Digital Storytelling
- Tools of Digital Storytelling
- Benefits of Website or Blog
- Graphics & Photos
- Benefits of Video Blogging
- Benefits of Audio Podcasting
- Social Media Strategies

What story are you looking to tell?

What is Digital Storytelling?



Digital + Story + Telling

The Definition of Digital



The Definition of Digital

- *Digital can refer to information provided on the internet*
- Digital can refer to information provided, received, processed, and stored on small mobile devices with the internet.

The Definition of Digital

- Digital, historically, means the use of numbers and the term comes from *digit*, or *fingers used in counting*.
- *Digital is providing information to connected electronic devices in your hands*

The Definition of Story

The Definition of Story

- A *story* is the telling of information, experience, attitude or point of view.
- A story provides what we want or need.
- A story is the basis of human expression.
- A story is the journey of our lives.

The Importance of Story



The Importance of Story

- Stories help shape our perspective of the world
- Stories help us understand other people and their perspectives
- Stories pass down “culture.”

The Importance of Story

- Stories are universal
- Stories help us understand our place in the world

The Definition of Telling

The Definition of Telling

- Telling is the sharing of something to other people.
- Telling means having an effect or impact.
- Telling can also mean carrying a great weight and revealing.
- Telling is also the true nature something

The Purpose of Storytelling

The Purpose of Storytelling

- Storytelling is about making something clear to your audience.
- Storytelling can inspire and shape your audience into families, groups, and communities.
- Storytelling provides connection between people and ideas.

What is Digital Storytelling?

What is Digital Storytelling?

- Digital storytelling is a blend of video, audio, images, and text to bring your story to life.
- Digital storytelling provides you the ability to share experiences and stories
- Digital storytelling allows individuals to use digital tools to tell a story.

The Purpose of Digital Storytelling

The Purpose of Digital Storytelling?

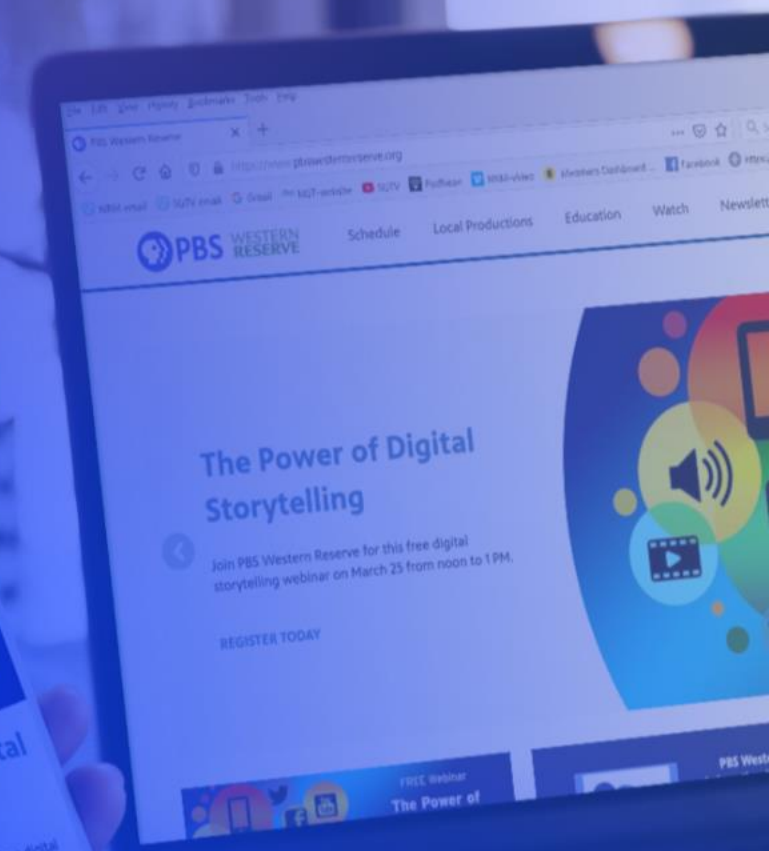
- Digital storytelling connects people.
- Digital storytelling provides the sharing of ideas.
- Help communities learn about each other.
- Digital story builds value and credibility.

Tools of Digital Storytelling

Tools of Digital Storytelling: Highlights

- Website Development
- Graphic and Photo
- Video Blogging (vlogging)
- Audio Podcasting
- Social Media Content Strategies

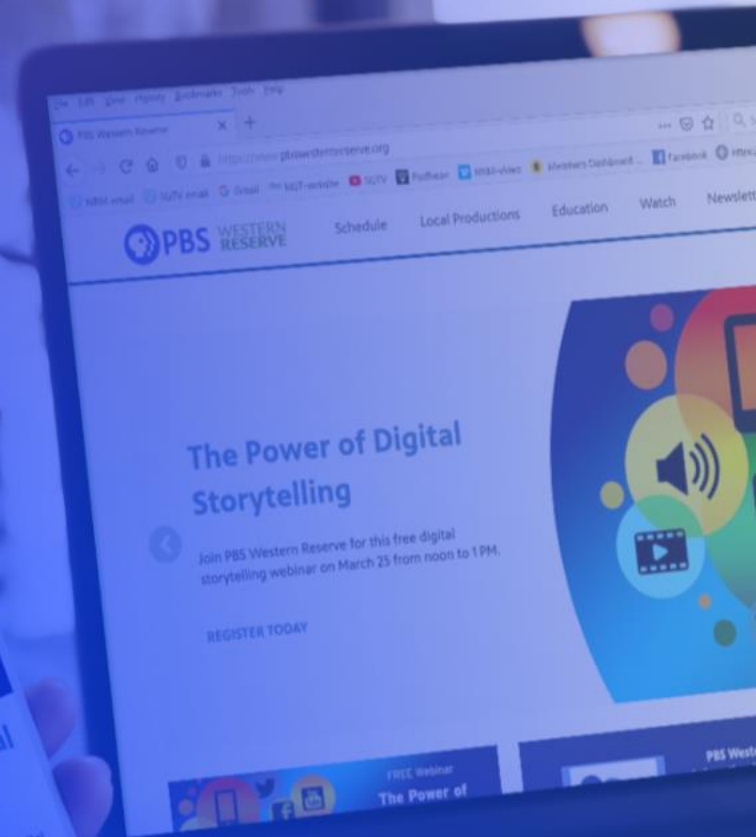
Benefits of Website or Blog



Benefits of Website or Blog

- A website provides *direct connection*
- A website provides *value, credibility, and context*
- A website provides *the control of your story*
- A website is a collection of stories that can make your organization or community *look good.*

Graphics & Photos



Graphics and Photos

- Graphics and photos provide additional context to your written content
- Graphics and photos provide visual impact
- Graphics and photos provide a moment to engage the reader's imagination
- Graphics add credibility and navigation to understanding the story

Benefits of Video Blogging

Benefits of a Video Blogging

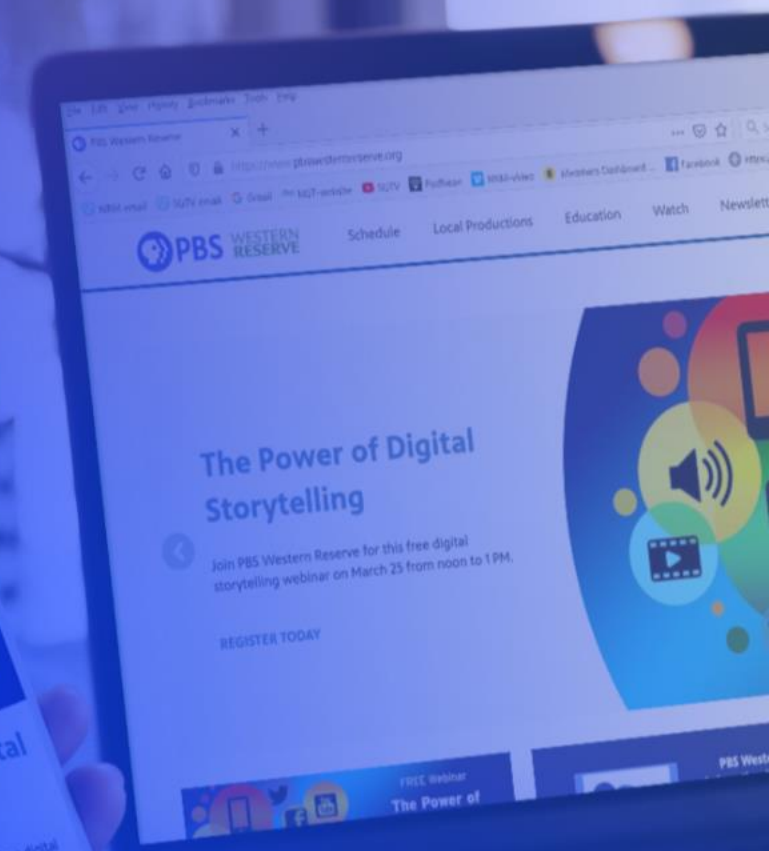
- Video Blogging provides an instant *virtual word of mouth*
- Video Blogging provides an element of *trust and credibility in today's digital environment*
- Video blogging provides more exposure and interaction

Benefits of Audio Podcasting

Benefits of Audio Podcasting

- Audio podcasting provides an *alternative to video*
- Audio podcasting provides an additional element of *trust and in today's digital environment*
- Audio podcasting is easier to produce and consume for listeners

Social Media Strategies



Social Media Strategies

- Social media strategy is the placement of your digital content on social media platforms.
- Social media strategy provides additional exposure and engagement.
- Social media provides a channel for your digital content

Join The Next Power of Digital Storytelling Webinar!

Topic:

Writing for the Web with
PBS Western Reserve

When:

Apr 14, 2021 12:00 PM Eastern Time
(US and Canada)

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_4J-lrrtNTSayGt8jQfLGMA

After registering, you will receive a confirmation email containing information about joining the webinar.

