DIGITAL STORYTELLING (DST) STEP 2: CONCEPT DESIGN

DST2-1: STUDYING DIGITAL STORYTELLING BASICS

Phase 1) Do general research into impactful digital storytelling

- Read through The ultimate guide to storytelling by HubSpot and focus especially on **what storytelling is and why we use it**.
- Identify 5 key takeaways you feel are important when planning digital storytelling for an impactful purpose.
- Discuss your findings with your project team members and compare your notes. Make a joint list of key takeaways.
- Choose a digital collaboration platform where you can easily collect ideas, tips, and useful links, such as Padlet. Post your key takeaways there to remind yourselves of important points to keep in mind as you proceed in your digital storytelling project.

Phase 2) Study what is good storytelling (and what isn't)

- Go back to the HubSpot material above and study the sections that discuss **what good storytelling is and isn't** (e.g. "Storytelling Do's and Don'ts"; "What Makes a Good Story?"; "How to Tell Great stories").
- What did you learn that is important and relevant to your own storytelling project? Make a list of key findings.
- Watch the preview video ("Why your business needs a story?") of HubSpot's Content Marketing Lesson: The Power of Storytelling. What did you learn about **emotion and audience**? Make a list of key findings.
- Discuss all your findings with your team members and prepare a joint list of **storytelling do's and don'ts** that you feel are crucial for the success of your project.
- **Make an overall checklist of successful digital storytelling** (of 10-15 crucial points to keep in mind) for your team and post the list(s) on your team Padlet (or similar platform).

Phase 3) Familiarize yourself with the digital storytelling process

- Study the DST process steps on the Learn to Change project website.
- Go through the section "Storytelling Process" in The ultimate guide to storytelling by HubSpot to remind you of the **steps and components of the digital storytelling process**.
- Browse through the section "Storytelling Resources" in the HubSpot material and make use of the links to materials as you see best during your digital storytelling process.
- For useful tips on digital tools, visit the Digital toolbox on the Learn to Change project webpage.
- Discuss the digital storytelling process with your team: Which steps have you completed already and which steps do you still need to take?