



DIGITAL STORYTELLING (DST): DIGITAL PORTFOLIO SOLUTION

Scripting digital storytelling for personal branding

Phase 1) Preparation

- **Search online for information** about making a video to introduce yourself to an employer. For example, you can search using the key phrase “video cover letter” on YouTube.
- Watch a few of the videos. Which parts did you like and why? What did you not like and why?
- You can also check this video [Be suspicious of stories by Tyler Cowen](#).
- **Find a job advertisement** that interests you (for example: [leisurejobs.com](#) or [uk.indeed.com](#))
- Imagine that you are applying for that job and answer the following questions:
 - What are the most important requirements in the job advertisement?
 - What competences are appreciated?
 - What kind of practical competences do you have that you can offer? Where have you obtained those (previous work experience, hobbies, school projects)? You do not need to have all the key competences required, but you can start identifying your strengths and areas of development.
 - Based on your reflection on key competences, which of your strengths and professional skills and competences could you highlight in your video?
 - What kind of a person the advertisement is looking for to join the work community?
 - How would you fit into the community and how could you justify it?

Phase 2) Planning

- Attach the text of the job advertisement to the beginning of a Word document and use the same document to create a preliminary plan for your video cover letter. The structure of your plan:
 - **Text of the job advertisement**
 - **Content plan** (interesting and distinctive start, core messages, style of argumentation, call to action, your contact information)
 - **Filming plan** (location, appearance and non-verbal communication, lighting, camera angle, editing)
- How can you use storytelling to present your persona and character in the video? Visit this digital storytelling assignment about [creating powerful audience-focused presentations](#).
- Your video plan does not need to be a full script of your video. Rather, create a plan on how you can deliver your message in a fluent and interesting manner.
- Crystallize your core messages that you want to communicate to the employer.



- Link your messages to the requirements of the job advertisement. Use the materials that you studied in Phase 1) above.
- How can you use storytelling to flesh out your core messages and key competences?

Phase 3) Assessment

- Before you submit your plan, check the following things **from the perspective of the employer**:
 - Would you be interested in the video as an employer?
 - Would it stand out from other videos? Is it memorable?
 - Would your video assure an employer to invite you as an applicant to a job interview?

Phase 4) Reflection

- Finally, take some time to reflect on these:
 - Do your competences and personality stand out in an interesting way?
 - Can you justify your arguments in a convincing manner? Do you give practical examples of your competences? Remember that employers are not only interested in seeing and knowing what you have done, but also – and even more so – in **what you have learned and what skills and competences you have developed**.
 - What is the key message of your video story?
 - Can you assure the employer that you are the best candidate for the job? What can you offer the employer?
 - Do you let your persona and character show in an interesting manner?
 - Do you dare to be creative and bold?

