



Digital Storytelling Action Plan for Students



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Dear higher education student:

This Action Plan is designed to inspire you to take part in collaborative digital storytelling projects with your peers and industry stakeholders, both locally and across cultures.

Digital storytelling is an effective way for you to develop your digital, collaborative, and communication skills needed for solving problems in your future lives and careers. Digital storytelling is also a powerful tool to foster sustainable changes in people's thinking, behavior, and lifestyles.

This Digital Storytelling Action Plan for Students supports you in three ways:

1. You will know what digital storytelling tools and resources we offer you.
2. You will understand the educational and career benefits of learning through our digital storytelling resources.
3. You will be introduced to a step-by-step guide of how to plan and implement a digital storytelling project with peers and stakeholders.

Keep reading and hop on board for a digital storytelling project journey!





LEARN TO USE DIGITAL STORYTELLING FOR AUDIENCE ENGAGEMENT AND SUSTAINABLE CHANGE

Our Erasmus+ project [Learn to Change – Collaborative Digital Storytelling for Sustainable Change](#) provides support materials and tools for university-industry projects. With the help of digital storytelling, it is possible to create emotional contacts with audiences and foster sustainable changes in people’s thinking, behavior, and lifestyles.

What do we offer higher education students?

- Knowledge and understanding of the power of storytelling when engaging with your audiences to foster sustainable lifestyle changes

- [Inspiring case stories](#) about co-creating digital storytelling in higher education courses
- Links to [open-access digital tools](#) that support your digital storytelling projects
- A step-by-step [process of digital storytelling](#) to help you plan and implement your projects
- Open-access [digital storytelling educational resources](#) to help you get to know your target audience(s), create digital content, select digital channels, and build engaging collaboration with peers and other project stakeholders across cultures
- Support for [co-creation and collaboration](#) during your digital storytelling journey





ENJOY THE BENEFITS OF COLLABORATIVE DIGITAL STORYTELLING

Digital storytelling helps you connect with people and initiate an exchange of ideas and responses on an emotional level. With digital storytelling, you can build purpose-driven communities, promote sustainable ideas and services, and inspire change among your peers, target audiences, and other project stakeholders.

How can you benefit from our digital storytelling resources?

- You can learn through digital storytelling projects in a modern and creative (fun) way.
- You can use the [Learn to Change digital storytelling resources](#) to inspire your peers, or even the entire class, to incorporate digital storytelling into collaborative learning.
- Digital storytelling projects are a good way to practice one's skills to reach out and establish meaningful contacts with various target audiences. This is a crucial professional skill that you will need both in your studies and during your career.
- You gain hand-on practice in digital collaboration, digital content co-creation, and team learning across cultures.

How can you benefit from inter-university collaboration across cultures?

- By collaborating with peers, teachers, and industry stakeholders from different cultures, you get out-of-the-box ideas for fresh and impactful stories.
- By collaborating with students and teachers from different higher educational institutions, you get to develop your knowledge and skills through multidisciplinary collaboration.
- Through digital storytelling experiments across cultures, you gain first-hand experience in using different digital tools and channels to reach out to international audiences.

Inspired already? To learn more about our hands-on digital storytelling projects, read our [digital storytelling case stories](#)!





COLLABORATE WITH YOUR PEERS AND PROJECT STAKEHOLDERS

Collaborative learning can be fun and productive, as learners bring different strengths to teamwork and you can combine expertise among team members. Digital storytelling is at its best when it brings together different perspectives in an innovative and inspiring way.

What steps to take to get started with a digital storytelling project?

- Familiarize yourself with our [Learn to Change digital storytelling website](#).
- Read our [case stories about digital storytelling projects](#).
- Go through our [digital storytelling \(DST\) assignments and instructions](#).
- Encourage your friends and classmates to explore the Learn to Change website and its materials.
- Organize brainstorming sessions with your peers to ideate innovative digital storytelling solutions for solving pressing sustainability challenges. What are you and your friends passionate about? What would you want to change in people's thinking and behavior? How could you do it through digital storytelling?

What steps to take to proceed with a digital storytelling project

- Identify the target audience(s) for your project and analyze their needs and expectations with the help of our materials (**DST Steps 1-2**).

- Decide which stakeholders you want to involve in the DST project. Use our project brief assignment to help you plan the collaboration and co-creation process. (**DST Steps 1-2**)
- Plan your digital storytelling concept carefully (**DST Steps 1-3**). Think strategically. Design concepts that are timeless and beneficial for your target audience(s).
- Script and co-create your digital storytelling content (**DST Steps 3-4**).
- To prepare your story for publication, collaborate with teammates to experiment with different digital tools, platforms, and channels until you find the best ones for your purposes (**DST Steps 4-5**).
- Publish your content on platforms and channels that your target audience(s) prefer. Monitor and measure the success of audience engagement with pre-planned objectives, engagement activities, and targets (**DST Steps 2 and 5**).





MAKE USE OF COLLABORATIVE DIGITAL STORYTELLING TO REALIZE DREAMS AND TACKLE CONCERNS

Based on discussions during our Learn to Change stakeholder workshops, higher education students have both dreams and concerns about engaging in collaborative digital storytelling projects with peers and stakeholders.

Students' digital storytelling dreams:

- “I’d love to share with others my experiences, lifestyle, hard times, and fun times of studying abroad and cross-cultural learning.”
- Addressing mental health and other well-being issues by sharing peer stories
- Sharing stories of growing up and changing personally and emotionally
- Sharing stories of immigration – arrival to a new country, adopting a new lifestyle, proceeding with studies, making a decision to stay or return to one’s own country
- Exchanging personal stories that integrate culture, upbringing, values, and sustainable living
- “I want to show employers that I have storytelling skills that are useful for them and with those skills I can do something new and generate change.”

Students' fears and concerns about digital storytelling projects:

- Lack of confidence
- Fear of being judged
- Lack of time and motivation

- “I’m shy to share and be emotional, especially in different cultural contexts”
- “I fear my stories would not be special enough”
- “I would need good tools and clear instructions”

With these dreams and concerns in mind, we have created our open-access materials that are geared to support you step by step. Through collaborative digital storytelling projects, we can overcome the fears and concerns – and focus on realizing the dreams.

We invite you to take the first step.

Start browsing our [Learn to Change digital storytelling resources!](#)

