# Eurospectives 2.0

Practice Briefing

## Practice Recommendations for Using Digital Storytelling in Community Development and Civic Participation

### ABOUT EUROSPECTIVES 2.0

Co-funded by the Erasmus+ Programme of the European Union, EUROSPECTIVES 2.0 tested out practices and methods on digital storytelling in formal and informal education environments as well as in citizen participation and community development fields. This policy briefing is based on learnings from the research, curriculum design and practical testing that have taken place during the project.

*Digital storytelling is a powerful tool, which supports people to explore their world and the world around them in a creative and interactive way.*

### Digital Storytelling as a tool to strengthen communities

'Digital storytelling' is a powerful tool and an excellent method to include in civic participation, community development and non-formal educational settings. It supports people to explore their world and the world around them in a creative and interactive way. It enables participants to have a voice on things that matter to them and to hear other people's voices helping to create understanding of different viewpoints, increasing understanding and compassion and supporting people to become globally literate.

Including 'digital storytelling' into civic participation, community development and non-formal education will help to create a space where digital and media literacy skills can be learned, developed, and strengthened. Thus, boosting critical thinking skills, scrutiny of media content and growing a deeper understanding of the language of the digital domain, resulting in citizens that can develop their own voices and create their own digital stories.

A key way that you can use digital storytelling to support community development and people to engage more actively in civic issues could be to create a campaign based on a specific issue. The remainder of this practice briefing will outline the steps you need to take to produce a community campaign using digital storytelling.

### Action Plan For Creating A Digital Storytelling Campaign

In order to use Digital Storytelling to create an effective campaign and to spread its key messages, it is crucial to set a strategy that has to include the following:

- **Define the Goal.** What is the desired goal of this campaign? Determine what the feasible parts are to reach the desired goal. If there are many stages to the goal, use digital storytelling methods and create a series of short digital stories to show audiences how the campaign can impact in different ways.

- **Draft the campaigns' contents.** It's helpful to go by a set of predetermined rules, as follows:
  - **Know your audience.** Get to know your audience – who are they? Collect information from your target audience about their social media preferences, their life experiences, and lifestyles to they to understand them better, therefore making it easier to reach them.
  - **Create your content.** Depending on the findings obtained from "know your audience", make new digital stories that will engage with your target audience. When creating content, make sure you use a balanced combination of data, videos, images, and real stories. Produce content with a direct message, emphasise the desired goal, and highlight what action the audience must take to get there. The ultimate outcome is to move your supporters past the awareness phase in social media and mobilise them to take start to take action.

EUROSPECTIVES 2.0 DIGITAL STORYTELLING

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- **Set your tone and disseminate through the media.** Craft a targeted message so audiences become interested in learning what is the core of your story. The message you send out will need to be original and unique so that it stands out from all the other content on social media.

- **Outline the Action.** Provide an action plan for the next steps to reach the goal. Share resources that the audience can use to learn more about the cause, and tools to facilitate action. Within the action plan, create a specific dissemination plan that has a focus on using social media to spread the word. Deciding on which is the best media platform to spread your content and to engage with your audience.

- **Ensure you undertake responsible practice.** When using digital storytelling methods for campaigning it is very important that you make sure that you are being a responsible media creator. Making sure that you; use reliable sources of information, fact checking, taking care to look after any data collected and ensuring that you have permission to use people's stories, images, music, writings, etc.

- **Evaluate your communication.** Listen to your audience feedback and try to adapt your communication depending on the results obtained.

## Practice Recommendation

To create a successful campaign with Digital Storytellying, set a strategy that includes:

- A defined goal
- A full content plan
- A full outline of action
- Guidelines on responsible practice
- An evaluation of your communications


PROJECT INFORMATION

**Title:** Eurospectives – Digital Storytelling Curriculum for Participation and Citizenship in Formal and Informal education.

**Programme:** Erasmus Plus Adult Education – KA2 - Cooperation for Innovation and the Exchange of Good Practices KA204 - Strategic Partnerships for adult education

**Website:** eurospectives.info



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