

ONLINE STORYTELLING

ASSESS THE CURRENT REALITIES

After going through the video lesson, take a look at your staff's website. Look at the different ways they tell stories. Use the space below here to list all of the different ways you see stories being told.

WHERE ARE OPPORTUNITIES FOR GROWTH

After you have gone through the website and listed all the different ways stories are currently told in the space above, go back through the notes you took from the video lesson (or watch it again) and come up with three different story types not currently being done that you think your staff could utilize and that your community would benefit from.

New Story Form #1

1. Describe the story form:
2. How difficult do you think this would be for staffers to create? Please explain.
3. How would this help the website?
4. Explain why you think visitors to the site would benefit from this/like it.

New Story Form #2

1. Describe the story form:
2. How difficult do you think this would be for staffers to create? Please explain.
3. How would this help the website?
4. Explain why you think visitors to the site would benefit from this/like it.

New Story Form #3

1. Describe the story form:
2. How difficult do you think this would be for staffers to create? Please explain.
3. How would this help the website?
4. Explain why you think visitors to the site would benefit from this/like it.