digital storytelling
expanding the life cycle of a story

ideate
What is your story? Why does it matter?
create
How do you transform your idea into a story?
evaluate
What worked? What didn’t work? How do you address the “fails”?
share
What media outlets work for your story?
reuse
How can you maximize your work for the greatest impact?
preserve
How will you save your story for future use?

LIFE CYCLE OF A STORY

Fill in the life cycle using a story from your library.
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tools & resources

Social Media:
- facebook.com
- twitter.com
- instagram.com

Blogs:
- wordpress.com

Photo Editing:
- picasa.com
- fotor.com
- pixlr.com

Graphic Design & Movies:
- canva.com
- moovly.com

Newsletters/Email:
- mailchimp.com

Photo/Image Repositories:
- pixabay.com
- flickr.com

Social Media Scheduling:
- hootsuite.com (minimal fee)
- tweetdeck.com
- Facebook’s schedule feature
- Shared calendar for editorial calendar

Analytics:
- analytics.twitter.com
- Facebook’s analytics feature

Promotion:
- Facebook’s ads & boosted posts
- Twitter cards