

community blueprint Storytelling framework



Step 01: Purpose

What are you excited about sharing? What do you hope to use your story for once it's been developed? Think about how your story could spread your message to a wider audience and what you want them to know.



Step 02: Audience

Who would you like to share this story with? What are they interested in learning about? Why do they need to see it and what will be gained from them hearing your story?



Step 03: Boil it down

Distill the story to its most important facts. Keep in mind your audience and purpose. Try to decipher what details you need to share in order for your message to be understood.



Step 04: Connect

This is critical. Use the facts of your story to connect with your audience on an emotional level. What do you want them to feel or think about when they hear your story? Ask yourself how they can relate their work with yours through your story? Find a common thread even if it doesn't seem apparent right away: think of anecdotes or experiences your viewers may share.



Step 05: Cause and Effect

Develop a concise, easy-to-follow timeline for your story. How were things before and after? What changed and what do you hope will change by sharing your story?



Step 06: Take action

Get your story out there and make it spread, either through earned media, social media, or within your organization.