

Tips for Digital Storytelling

Digital storytelling offers an effective alternative to traditional presentations. With increased access to video and audio production technology, digital storytelling has enabled communities and individuals to record and share their experiences over the internet. Such technologies include vlogs, podcasts, and videos.

York's Media Creation Lab can be accessed by any York student or faculty member, ask your librarian for details.

Here are eight tips for digital storytelling:

1. Select a topic. Decide why this topic is important and decide what is the purpose of your story.
2. Will your story be fiction, non-fiction, or a combination? A fictional story can demonstrate the truth by including everything you want the audience to know, whereas non-fictional story cannot include every truth.
3. Understand your audience, and how to best ensure your story resonates with them. Get feedback when you can!
4. Include a specific call to action if you want people to do something differently as a result of your story.
5. Consider the mood of your story. Will it change throughout the story? How will you create and maintain the mood?
6. A hook to pique interest. A story hook is to storytelling as click bait is to the rest of the internet – a way to quickly capture the audience's attention.
7. Pace and prioritize information. The information must be presented in an organized way that keeps your audience interested and avoids fatiguing them with information.
8. Consider the shape of your story. When do you want your audience to come across your story, and how do they usually consume stories?



Tools for Student Success by **Envision YU, York University** is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/). If you reuse this work, please attribute **Envision YU, York University** and include a link to <https://ecampusontario.pressbooks.pub/envisionyu/>