



TRANSFER SERIES

8 TIPS FOR DIGITAL Storytelling

1

Select a topic

Determine its importance and the purpose of your story.

2

Determine the genre of your story

Will it be fiction, non-fiction, or a combination?

3

Consider your audience

Ensure that your story resonates with them.

4

Include a specific call to action

Change the behaviour of your audience because of your story.

5

Determine the mood of the story

Will it be funny, sad, urgent, uplifting?

6

Create a hook to pique interest

To draw your audience into your story.

7

Prioritize information of your story

How will you structure the content that you want to share?

8

Create the shape of your story

How will you convey the deeper meaning of your story to your audience?

