

Strategies for Groups and Organizations

The StoryCorps app and StoryCorps.me are great tools for activating groups, organizations, and communities around the power of storytelling. Below are some ideas to help your community collect stories or raise awareness about an important issue or experience.

To get started, choose one of the following:

Coordinate a keyword campaign

OR

Create an account for your group

A custom keyword campaign is a great way to harness the power of many users to promote awareness of an organization, idea, or issue. Similar to the hashtag, keywords make it easier for users to find interviews and easier for your organization to collect them. The app will prompt you to add optional, descriptive titles and keywords to your interview when it's complete.

Plan of Action:

- ✓ Tell users to publish their recordings through the StoryCorps app
- ✓ Specify custom keywords for users to enter at upload, after the interview is complete
 - Use general keywords (like "LGBTQ") or your organization's name ("Fight Against Hunger"), or
 - Promote using a unique keyword, similar to a custom hashtag, like "ComingOut" or "EndHunger"
- ✓ Consider asking users to follow a titling convention (titles, like keywords, are entered by users)
 - Participant A and Participant B talk about LGBTQ, or
 - Fight Against Hunger Conference 2015: Participant A and Participant B
- ✓ Go to StoryCorps.me and share the collection or individual recordings via URL, social media, or embeddable iframe player

Establishing a single-user account on behalf of your group is a great way to collect and share stories from your community. This works best for smaller, consolidated entities where one person can administer the account for the organization.

Plan of Action:

- ✓ Designate an account administrator and create an account
 - Use a general username like "Spring Softball Team," "Spokane Nonprofit," or "Smith Family Reunion."
- ✓ Have one person administer the account for the group, rather than sharing login credentials
 - The administrator can add and delete recordings from the group's feed and control titles, descriptions, and keywords of all recordings.
 - If you are an administrator, take care to obtain all necessary consents before publishing any recordings.
- ✓ Once recordings are published, anyone can go to StoryCorps.me and share the collection or individual stories via URL, social media, or embeddable audio.

Support your campaign by:



Creating custom questions

A custom question campaign is a great way to focus your interviews on a theme your group is trying to target. Interviews should be natural conversations, but curating and circulating a question list in advance may steer participants toward the theme you'd like to highlight.

- ✓ Select a custom set of questions from our Great Questions List, and circulate it to your group in advance of your event or day of action
- ✓ Write 10–15 open-ended questions of your own, and share with your community via email campaign or social media
- ✓ Go to **StoryCorps.me** and share the collection or individual recordings via URL, social media, or embeddable iframe player



Establishing a timeline for collection and celebration

Mapping out a timeline for your group's interviews is a great motivator. Identifying dates for when the content will be collected, surfaced, and celebrated with a wider audience will help your group collect interviews in an easy and timely fashion.

Some ideas for structuring your campaign:

- 💡 Use a specific holiday like Mother's Day as a loose deadline to mobilize and inspire your community to conduct their interviews
- 💡 Collect stories in the month leading up to, or in the month after, that day

Create ways to celebrate your community's stories

- ✓ Turn your next event or party into a listening party by playing the collected interviews or by collecting stories about a chosen guest of honor.