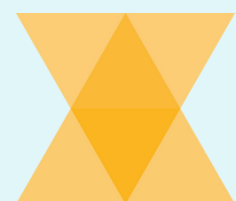
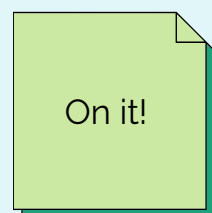



Guidelines in

Capturing



STORY!



 **STORY OF MY LIFE**

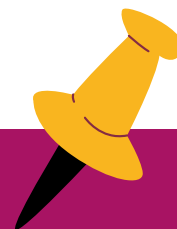
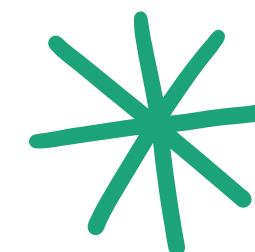


Agenda

Introduction

How we start

Capturing stories
for amplification



Introduction

This is a guide for using (co-)author stories with grantees/rightsholders.



This also provides a guide in doing interviews and highlighting grantee works.

Why do we communicate?

“

- To make more people understand why we work
- To Influence for Advocacy
- For Reporting
- For Fundraising
- To tell the story of our work

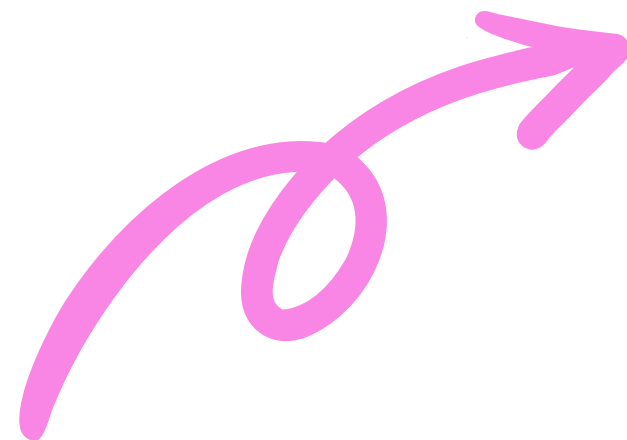


Let's get started!





How we start



1. Story to be in line with **Hope Based Narrative.**
2. What **hopes** do they have for the **future?**
3. Which **activities do they foresee** in the future that we should **consider amplifying?**

Together with the rightsholders and grantees, we can make their work shine and highlight their messages and advances on the day of International Day!

Consider:

- a) **Who** is to be interviewed; name of the interviewee and organisation.
- b) **What** is to be covered or discussed?
- c) **When** does change happen/time?
- d) **Why** is it important for the rightsholder to share their stories?
- e) **Where** – location
- f) **How** did the change happen?



HOPE-BASED COMMUNICATIONS

one part
problem,
two parts
solution

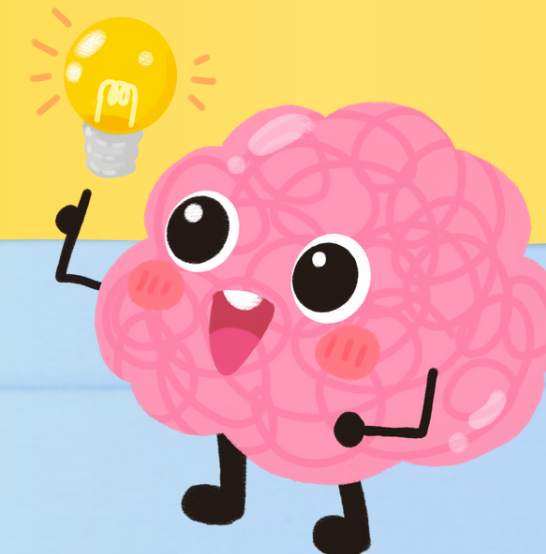


Opportunities
for **change**

Say what we
stand for



Agency, not
victims



Trigger **positive**
emotions, not
negative ones



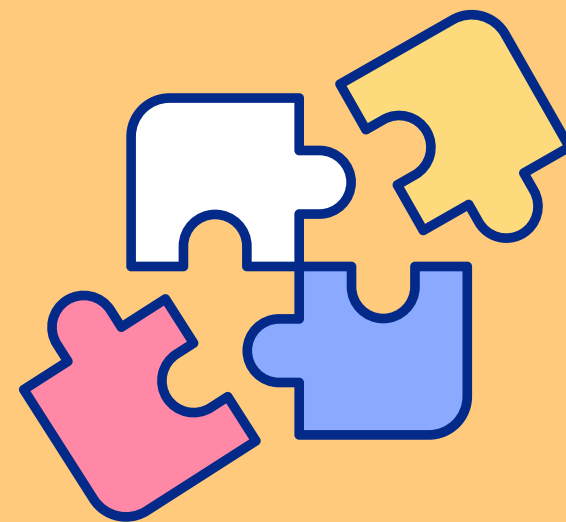
PRINCIPLES

Instead of
Being against
Fear

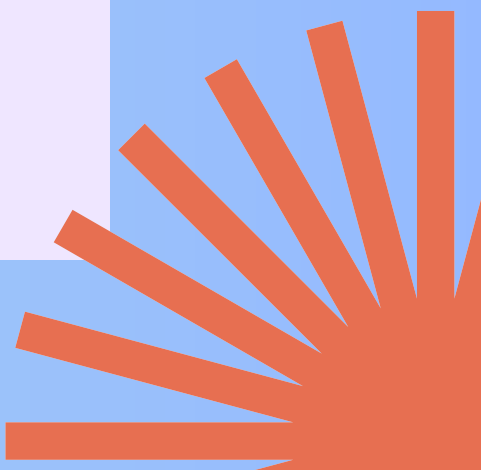
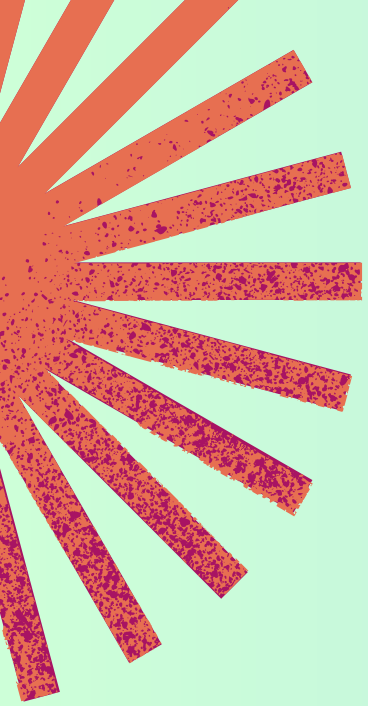
Hope

We use or say
What we are for
Hope

Victims
Problems



Survivors or heroes
Solutions



How do we present content



•Written; Stories, blogs, interviews, posts, comments

Handwritten signature

Detailed description: An illustration of a clipboard with a white sheet of lined paper. A hand is holding a yellow pencil and writing on the paper. The paper contains a bulleted list of content types and a handwritten signature. The background is a gradient of pink and orange.



•Photos
•Videos
•Audios

Detailed description: An illustration of a camera with a black outline and a yellow body. Inside the camera's frame, there is a list of content types. The background is a gradient of orange and yellow.



- Website
- Social media
- Voicemail
- Events- meetings
conferences seminars
- Publications
- Partnerships



COMMUNICATION ACCOUNTS

Website: www.voice.global

Facebook: www.facebook.com/voice.global.online

Twitter: [@voicetweetz](https://twitter.com/voicetweetz)

Instagram: [@voice.global](https://www.instagram.com/voice.global)

Youtube: Voice Global

Newsletter: VoiceMail

Podcast: Voice Talks





Thank you