The ABC-D of Storytelling

Take your audience from attention to action
What stories?
Why ABCD?

Attention. Grab your audience's attention with a compelling hook in 7 seconds.

Because. Why does it matter?

Chorus/Content. This is the key message you want people to take away.

Do. Leave your audience with a clear idea of how they can engage. Call them to action!
CEE Spring writing contest: BG.WP

Wikimedians of Bulgaria/2015/CEE Spring report

This is an unofficial version of this page, as edited by Suzy Quaife (talk | contribs) to 18:35, 10 August 2015. It may differ significantly from the current version.

[← Older version | Latest version | → Newer version]

Following last year's CEE Spring Conference in the beautiful and city of Ely, we posted a short notice on our Village Pump, in which we gave a resume of the idea of CEE Spring and linked to a short page about the contest. Preparations for the contest included also sampling of a list of topics which would present Bulgarian Wikipedia as possible. In these days of Life 111 topics was completed. We hadn’t expected such a positive response. To spread information about the contest we mentioned it in our site notice which led to a journal from a non-governmental magazine - Times, it covered us as an idea for intensive. The result was a very rough increase given by our Bulgarian Wikimedian.

For attracting contributors to participate in the contest, we offered to send the winner of Ely for the next CEE Meeting, without knowing that there would be a specially designated WikiCamp in Sofia. Maybe it was a factor for someone, but perhaps some good related partnership might have helped more. Another thing which was very good and the timing of the competition, was that it took place during the early days of Easter, which led to the participants to be less topics about Easter in the contest pages when they did not have another idea. The people who met in Ely shared their articles on Facebook, which also contributed to the success of the competition - some articles were written in many languages.

There were 11 contributors participating in the contest and among them were very different people. For example the winner was an over-60s year-old woman, the second place was a student of psychology, the third placed was a computer scientist and there was even one Macedonian user taking part.

Since we are not a chapter and do not have a bank account, we could not apply for a grant at the WMF or anywhere else. Towards the end of the tournament it was clear, that the winner will be invited to participate at the CEE WikiCamp in Sofia. Our winner informed in a beautiful letter, that she wouldn’t like to travel, therefore the second placed took part of the event. We gave our winner instead title present - a badge from the Wikipedia store. It is a small present from our country and we hope it will contribute to the success of our contest.

Through the contest we received many articles and suggestions to make Wikipedia more accessible for our society. Some articles were written in many languages. The topics were very interesting and are about a lot of cultural aspects of our country. Some of the articles were written in Bulgarian, some in English, some in German, some in French, some in Spanish, some in Russian and some in Turkish. The topics of these articles were very different from each other. For example the winner was an over-60s woman, the second placed was a student of psychology, the third placed was a computer scientist and there was even one Macedonian user taking part.

We did not ask for sponsors, which we regret a bit as we see that many money can help the creation of high quality free knowledge. For example on Estonian Wikipedia, which has less active users than the Bulgarian one, 13 people took part of the contest and wrote in total almost 25 articles more than did users in our contest (262 vs 216). Having some prizes, although not big, might have interested more people to participate than.

This was the first article writing contest in Bulgarian Wikipedia so we are happy with the results. Next time we will try to make the competition even more public and organize a ceremony.

See the report (before and after) online
**Do: Work together to create a story**

Think of a program you’ve coordinated. Share ideas as headlines for A, B and C. In the final step, D, work to create a message for social media (in the broad sense): Facebook, Twitter, Central Notice Banner, that will engage your local community with the program. At the end, we will share the messages with the entire group.

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Attention

We are presented with six times more information than 30 years ago.[1]

Attention

● Statistic
● Anecdote
● Quote
● Fact

"Eye grey, " by Dekae - Own work. Licensed under CC BY-SA 4.0 via Wikimedia Commons - https://commons.wikimedia.org/wiki/File:Eye_grey_.jpg#/media/File:Eye_grey_.jpg
Attention through Statistic:

“In less than five years, Wikimedia Deutschland’s yearly fundraising efforts grew from € 700,000 to € 8,200,000.”

- Story published on the Wikimedia blog by WMDE.
The Bulgarian Archives State Agency reached out to Wikimedians of Bulgaria as the first national institution to propose a cooperation between a government agency and Wikimedia. The Agency wanted to show high quality information about the state to a broad international audience and Wikipedia was seen as the perfect platform for this. Wikimedia could use thousands of archive pictures from the 19th and 20th century. The most widely used picture is being used on 15 Wikipedias.
“To expect truth to come from thinking signifies that we mistake the need to think with the urge to know.”

Hannah Arendt
Attention through fact

Women are more likely to continue editing if they receive a welcome message. [1]

5 Minute Attention Starter

- Statistic
- Anecdote
- Quote
- Fact
Because
Using the Word Because

Increases cooperation from 60% to 94%[1]


By New York : M. Witmark & Sons, publisher. [Public domain], via Wikimedia Commons
5 Minute Because Statement

Why does it matter?
Chorus / Content
Chorus: sing to the rhythm of key messages

What idea or concept do you want people to keep after hearing your story? An idea is the starting point, it’s often abstract, and to condense it, make it relatable, you have to think of many concrete examples.

→ What is the main idea in this video?

Case study: Coca-Cola
How can you best capture the learning?

Every failure is an opportunity to learn something new. It is a chance to reflect on the original plan and think what went wrong... to change it next time we try!

→ Have a roadmap ready to understand and share your story with others

→ Use templates to capture problem and solution statements.

Case study: Wiki Education Foundation
LEARNING STORY

AIM

To help communities assess needs and strengths and evaluate a program throughout its life.

STRUCTURE

ACTIVITY

OUTPUTS

OUTCOMES

MET TARGETED GOALS?

MET TARGETED GOALS?

WHAT COULD BE DONE DIFFERENTLY?

WHY IS THIS IMPORTANT?

HOW DOES IT AFFECT THE PROGRAM?
Share your local context

We are part of a global movement, and work together towards **shared goals**. What shape does this take in your country? Why is Wikimedia’s mission important in the local level? What factors enable your work with Wikimedia projects where you live?

→ What does your program mean to your local context?

**Case Study: WMBG BASA**

→ Stakeholders

→ Local Agenda

→ Relevant policy
This is the key message you want people to take away.
Do - Call to action!
5 Minute Do Statement

Call to action!
Thank You
Need Assistance?
(Link to the Storytelling Kit)
Here's the research citation:

https://upload.wikimedia.org/wikipedia/commons/6/65/Editat%C3%B3n_Arte_en_Puebla_05.jpeg

Here's the research citation:
Certificate of Appreciation for Serving as a Facilitator for Wikimedia Storytelling

Thank you for contributing to the sum of all human knowledge and the growth of the Wikimedia movement by sharing your expertise as a Wikimedia Community Leader and Facilitator.

Presented to:

Date: ____________