

The ABC-D of Storytelling

Take your audience
from attention to action

Brazil and Argentina Wikipedia Stories



"Brazil and Argentina Wikipedian Stories" by Nohat, Victor Grigas, Matthew Roth.
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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.

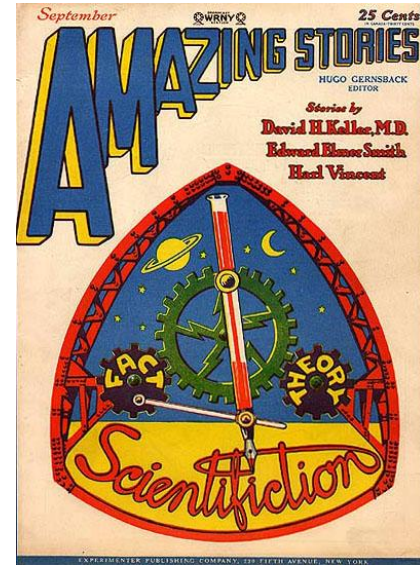
Do. Leave your audience with a clear idea of how they can engage. Call them to action!



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.

Program:
Attention:
Because:
Chorus / Content:
Do - Call to Action:



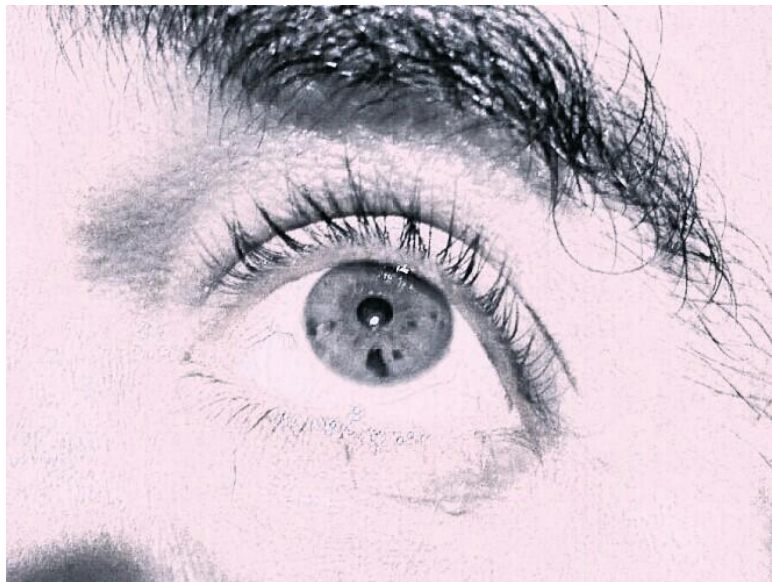
Amazing Stories cover, September 1928. Published by Experimenter Publishing Company Inc. Art by Frank R. Paul. Source is isfdb.org. Public Domain.

Attention



Attention

- Statistic
- Story
- Quote
- Fact



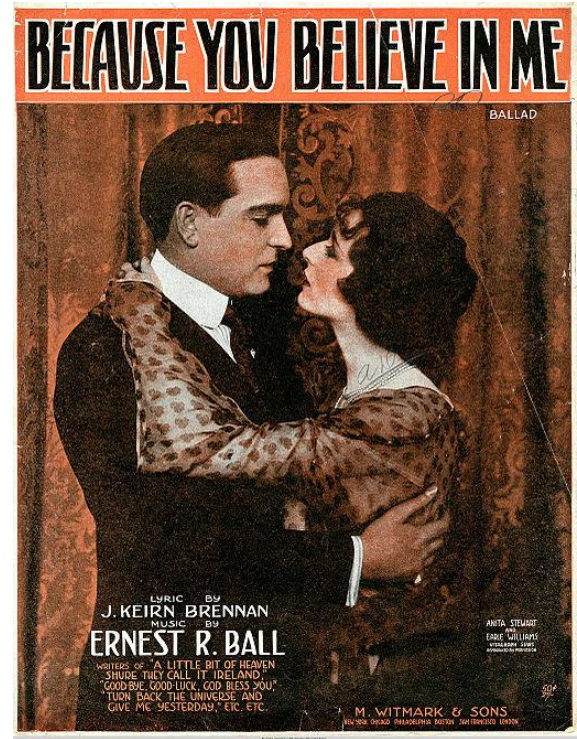
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Because

Using the Word Because

Increases
cooperation from
60% to 94%

By New York : M. Witmark & Sons, publisher.
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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 each of these videos?

[Case Study: Wikicamp.](#)

[Case Study: WMSV Education Program](#)

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.

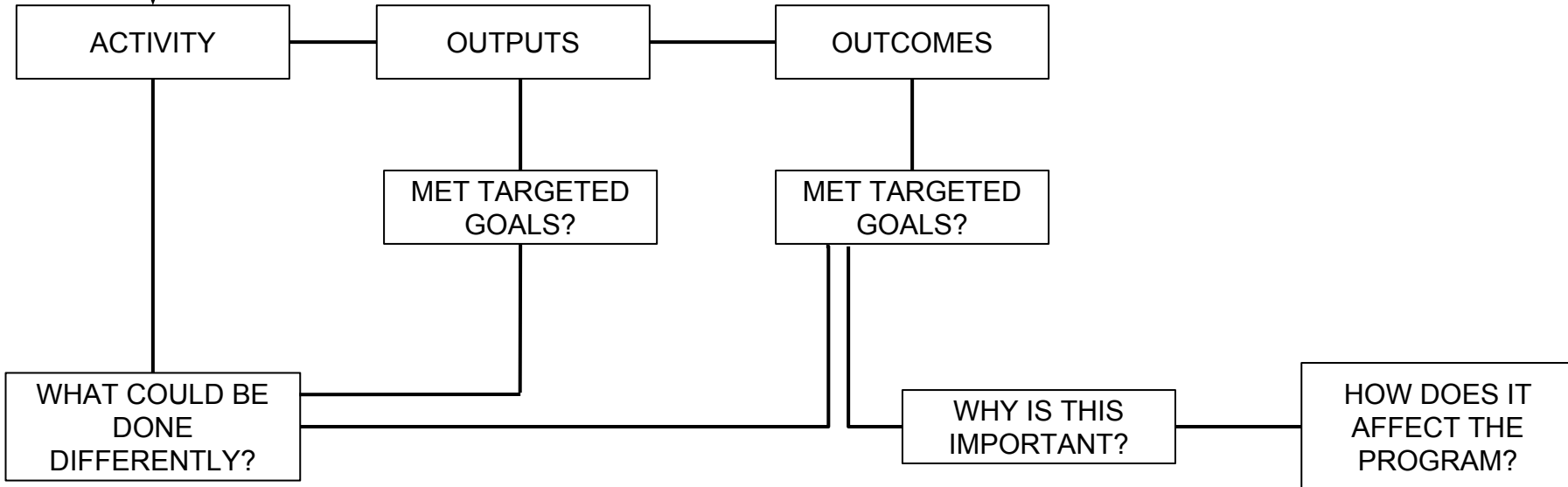
[Case study: Wiki Education Foundation.](#)

LEARNING STORY

AIM

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

STRUCTURE

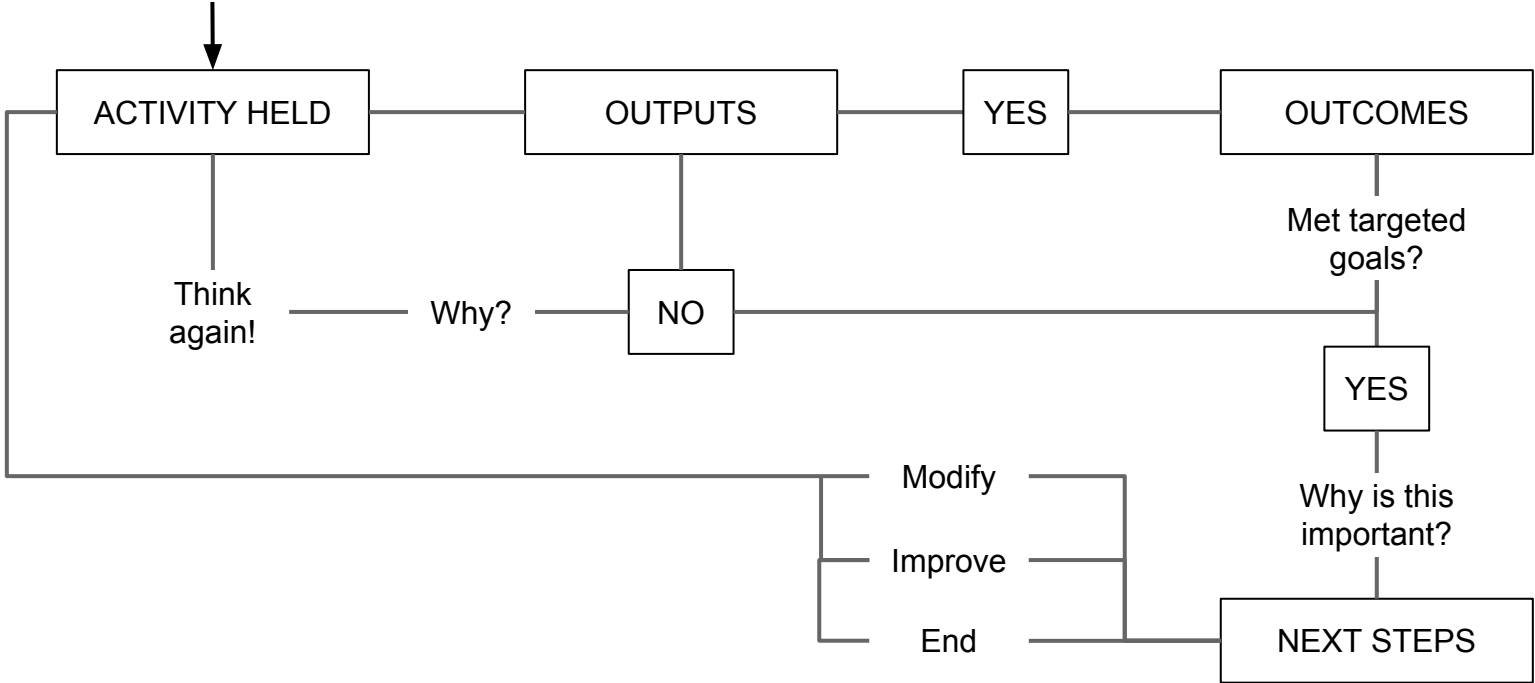


LEARNING STORY

AIM

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

STRUCTURE



Little 'f' failure framing:

1. We planned this thing:_____
2. This is how we knew it wasn't working:_____
3. We think that this went wrong:_____
4. Here is how to fix it:_____

Problem Statement:

Big 'F' failure framing:

1. We planned this thing:_____
2. This is how we knew it wasn't working:_____
3. There might have been some issues with our assumption that:_____
4. If we tried it again, we might change:_____

Problem Statement:

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: WMNL GLAM Initiative.](#)

→ Stakeholders

→ Local Agenda

→ Relevant policy

Do - Call to action!

