

# Storytelling strategies for reporting

Find the narrative that best suits your program



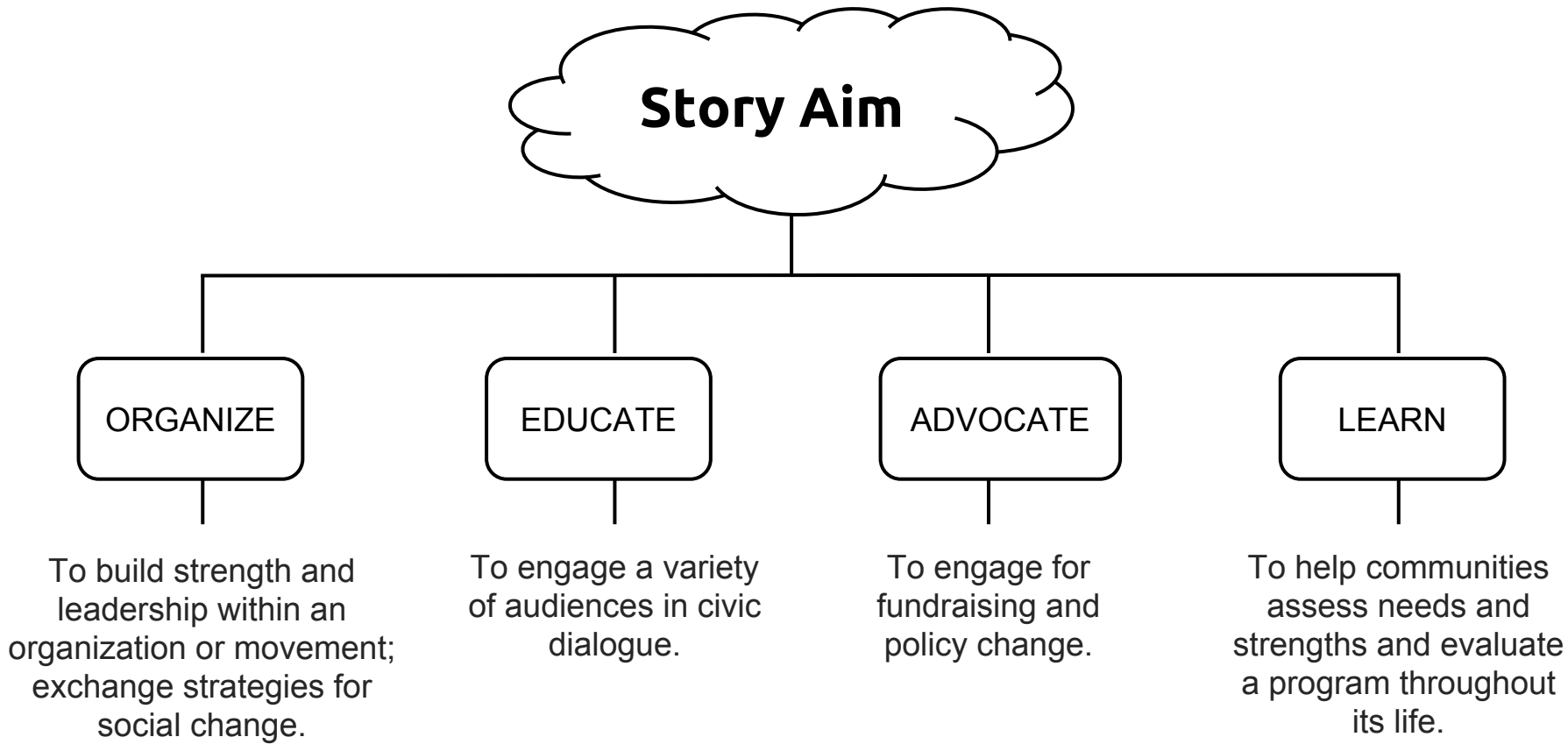
How can we  
write  
a good story  
together?

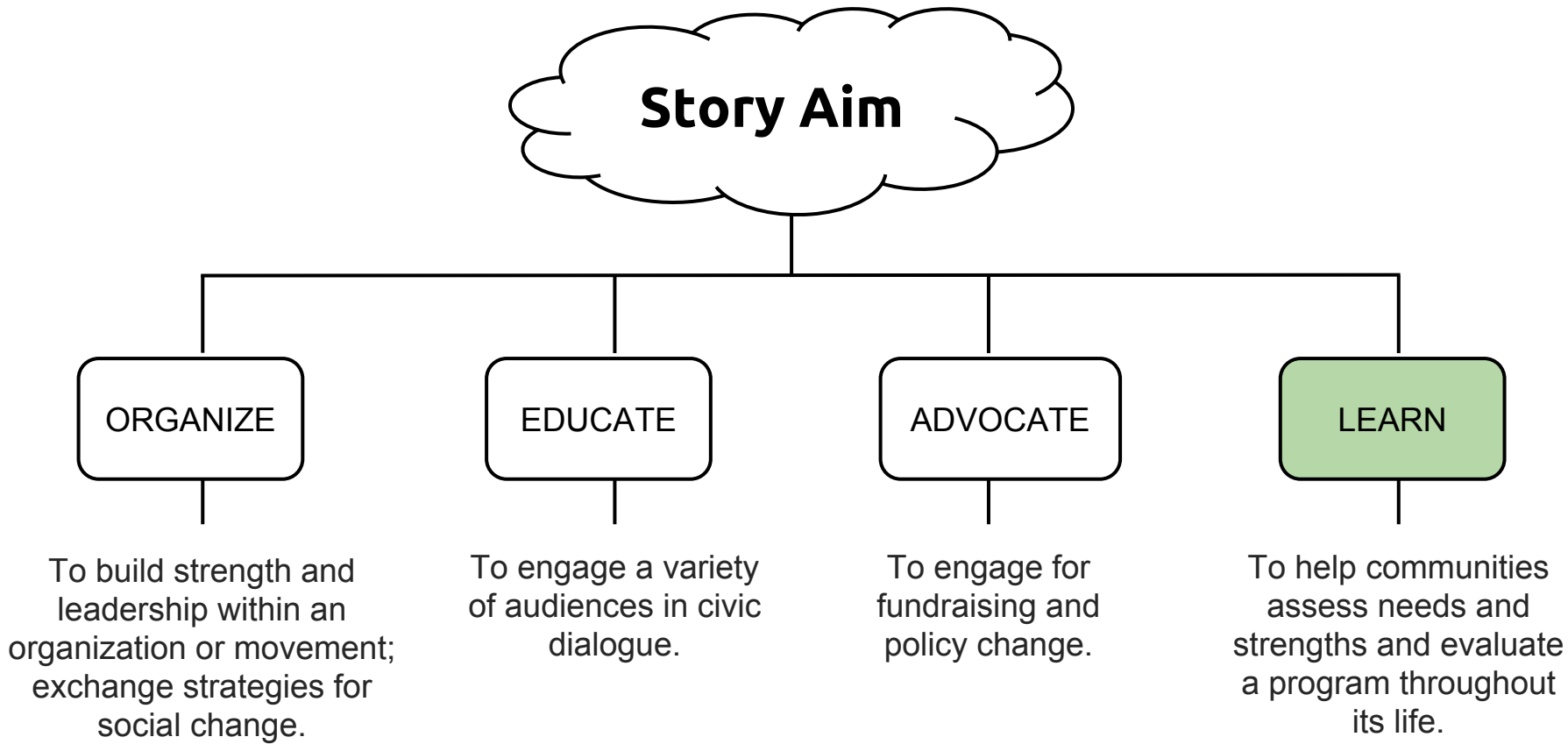


**"Fatty at Coney Island" (1917),**  
by Paramount Pictures

# 1. The uses of the story

*What is the story for?*





**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?

**LEARNING STORY**

AIM



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

STRUCTURE



ACTIVITY HELD

OUTPUTS

YES

OUTCOMES

Think again!

NO

Met targeted goals?

YES

Why is this important?

NEXT STEPS

Modify

Improve

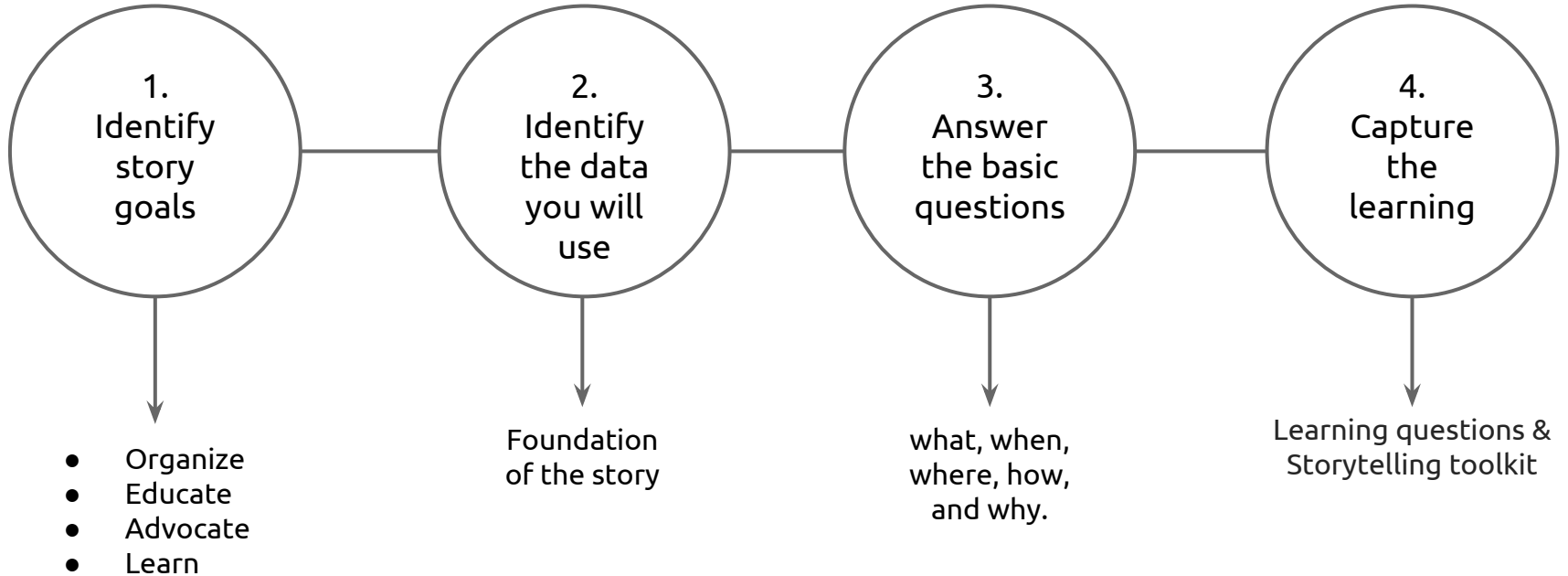
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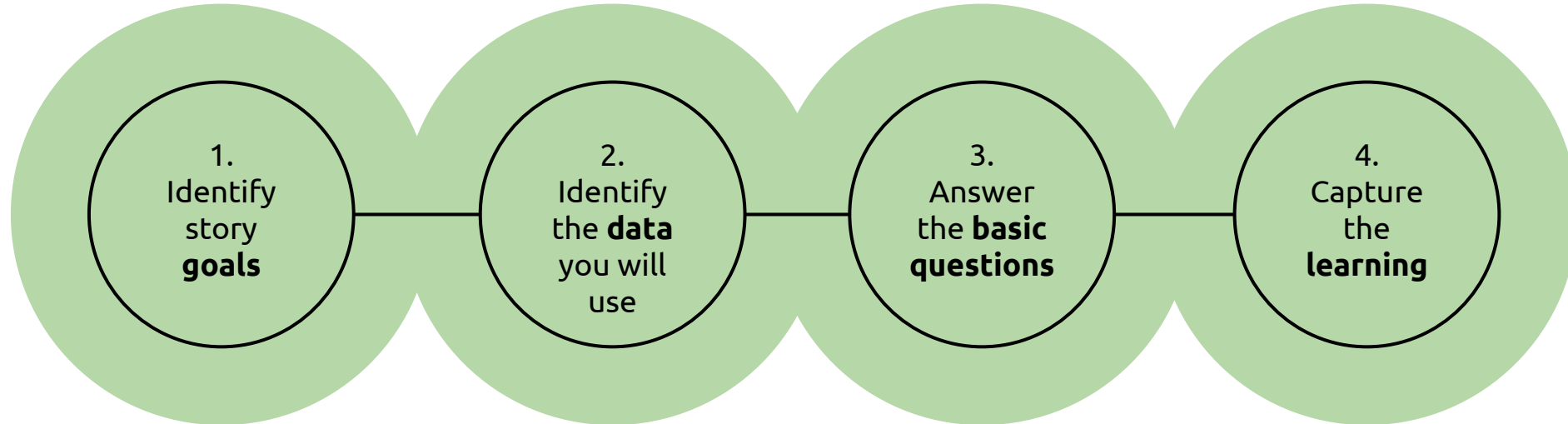
## 2. Tell the story

How to write your story?

# 4 steps to create the story



# 4 steps to create the story



**CONTEXT**

What does each step mean to your local context?

- Stakeholders
- Local Agenda
- Relevant policy

## 3. Resources

Find reading materials that will help you tell your stories!

# Blogs, guides and online resources

- [Online workshop on Storytelling](#). By [Frameworks institute](#)
  - The origin of storytelling
  - Story frames, with a focus on news-worthiness.
- Reading guide: [Storytelling and Social change](#). By [Working Narratives](#)
  - The uses of the story.
  - Case studies.
- Blog: [3 Tips on telling stories that move people to action](#). By Paul VanDeCarr (Working Narratives), on [Philanthropy.com](#)
- Story guide: [Building bridges using narrative techniques](#). By [Sparknow.net](#)
  - Differences between a report and a story
  - Question guides and exercises.
- Guide: [Tools for Knowledge and Learning](#). By [Overseas Development Institute](#) (UK).
  - Developing a strategy
  - Collaboration mechanisms
  - Knowledge sharing and learning
  - Capturing and storing knowledge.

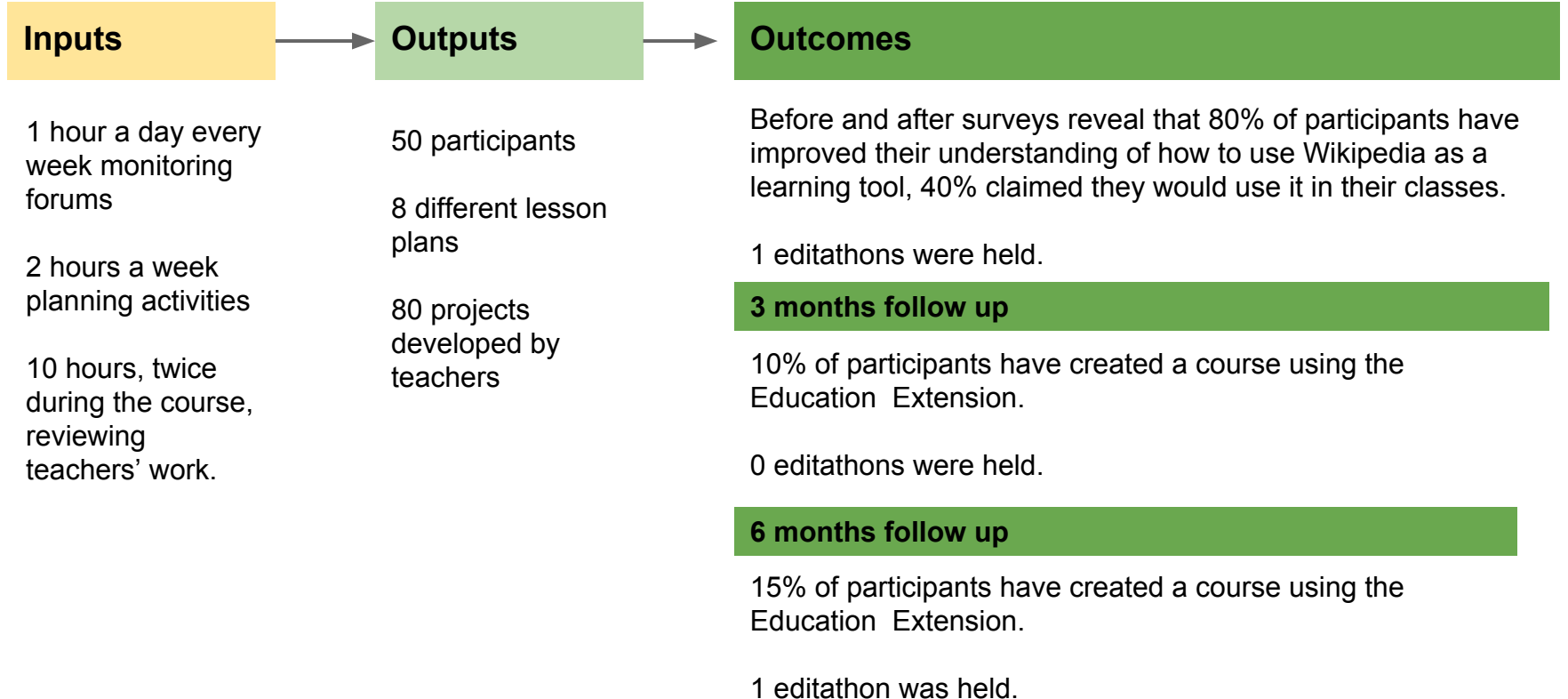
## 4. Further resources

Find the exercises and templates we used in the workshop, as well education story structure and examples.

## Example 1: Education program

Activity: An 8 weeks online course to train teachers to use Wikimedia projects in classroom assignments.

Goals: improve teachers' understanding of how to use Wikimedia projects for education purposes, at least 20% of participants create a course using the education extension, at least 2 editathons with students from different courses, during the duration of the course.



**Example 1: Education program - Complete the form**

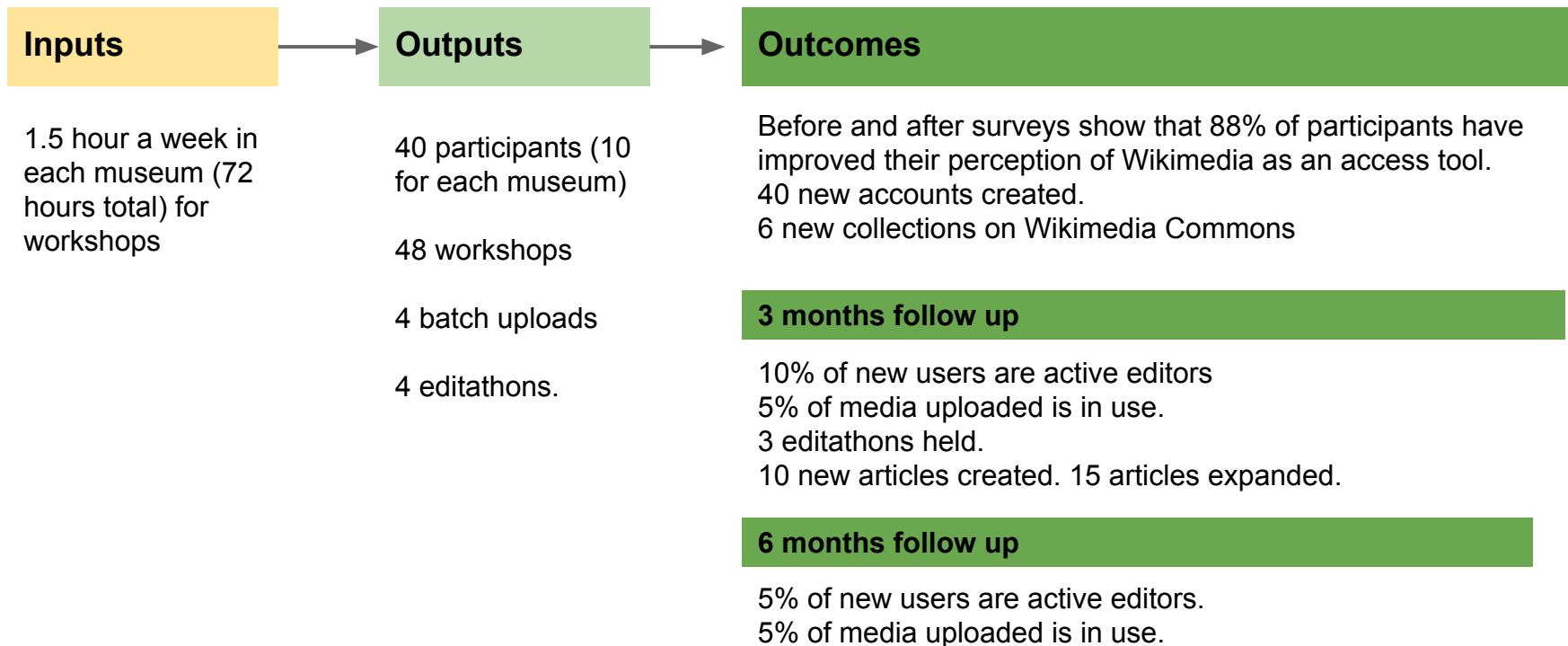
<p><b>CONTEXT</b> Why is this program relevant to your context?</p>		
<p><b>ASSUMPTIONS</b> How did you imagine your program would affect your local context? What could be hidden assumptions in this program planning?</p>	<p><b>Correct assumptions</b></p>	<p><b>Wrong assumptions</b></p>
<p><b>NEXT STEPS</b> How does the data inform your next steps? What would you do differently?</p>		



## Example 2: GLAM Content Donations

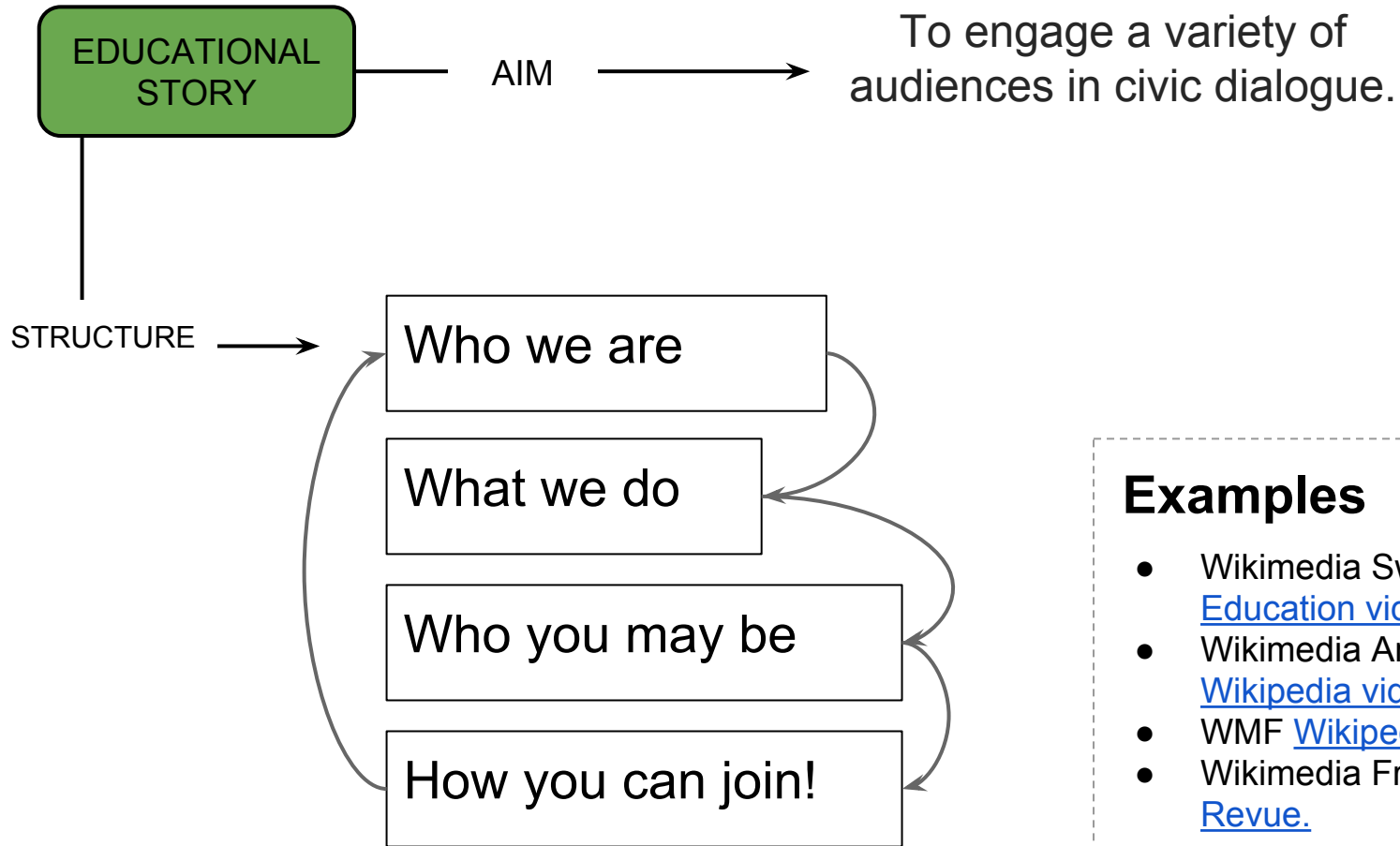
Activity: A 12 weeks in person workshops to train 4 museums staff in using Wikimedia projects to promote their collections.

Goals: improve staff perception of Wikimedia projects as an access tool, develop staff capacity to use the projects for museums' goals, at least 20% of participants become active editors, at least 6 collections on Wikimedia Commons.



**Example 2: GLAM Content Donations - Complete the form**

<p><b>CONTEXT</b> Why is this program relevant to your context?</p>		
<p><b>ASSUMPTIONS</b> How did you imagine your program would affect your local context? What could be hidden assumptions in this program planning?</p>	<p><b>Correct assumptions</b></p>	<p><b>Wrong assumptions</b></p>
<p><b>NEXT STEPS</b> How does the data inform your next steps? What would you do differently?</p>		



## Examples

- Wikimedia Sweden [Education video](#).
- Wikimedia Argentina [What is Wikipedia video](#).
- WMF [Wikipedia Zero video](#).
- Wikimedia France [Wiki Revue](#).