

Advocacy

101 How To Tell Your Story Online

with Tessa Harvey and Vanessa Petion



STEP 1

Know your **HOOK, STORY, and ACTION!**

- **HOOK:** Your hook is the thing that grabs your viewer's attention and asks them to sit and hear the next thing you have to say. This can look very different in each story you tell. Should they listen because what you're talking about is time sensitive? Or because it personally affects them? Or because you have a great story to tell?
- **STORY:** Your story is where you tell your viewers why they should care — for example, how it impacts them or their neighbors. This could look like you sharing a few facts (make 'em interesting!), or your personal story about the issue.
- **ACTION:** Your ACTION should be a concrete, simple to understand next step that is accessible for someone who is just learning what you told them about. So the shorter, the better!

STEP 2

Before posting, remember this:

1. Stay safe online. Don't share private personal information or images that would allow yourself or others to be identified and your information shared.
2. Get your story extra views by tagging relevant orgs (cough, @supermajority!) and hashtagging your content topics. Also remember, you're working against an algorithm so it's okay if it takes a moment for your video to circulate around.
3. Keep in mind it's not all about going viral! Going viral is part luck, part time and effort, and it's not a guarantee of change.

STEP 3

Some food for thought as you create your own content:

1. What are some digital platforms that YOU use to connect with others?
2. What makes content online interesting to you? What makes you stop and listen?
3. Take a moment to write out your content plan **on the next page**.

DEFINITIONS

- **Social media platforms:** digital websites and/or apps where users can create online communities to share information, ideas, personal messages, and other content
- **Call to action:** the part of your message that tells people **WHAT** they can do to support your cause.
- **Doxxing:** revealing personal information about yourself or others online that can be a safety concern.

MY HOOK IS:

Why this issue important RIGHT NOW?

MY STORY IS:

Why does this issue matter to you?

MY ACTION IS:

What do you want your audience to do?

RESOURCES

1. [Become a full fledged digital organizer with re:power](#)
2. Want to apply your skills for campaigns? Try [Arena's digital organizing training](#)