

POLICY INNOVATION

LENDING

DEVELOPMENT

ENERGY SOLUTIONS

Digital Storytelling With “Where Will We Live?”

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**“Every story needs an audience.
It’s our jobs as communicators to bring
those stories to life.”**



Who is your audience?

Before you get started, ask yourself these questions:

- What point do you want to make?
- What do you want to change because of it?
- Who do you think will help make that happen?

This will help determine your audience.



Case Study: Where Will We Live?

CAPTURING, AMPLIFYING AND SHIFTING A NARRATIVE.

Resources for affordable housing are at risk. *Where Will We Live* is designed to change the way we advocate by building a broader coalition beyond traditional housing stakeholders.

Affordable housing residents, property staff, maintenance crews and community members in numerous states across the nation each have breathtaking stories on how stable housing has impacted their lives and community.

This campaign amplifies their voices and arms them with the knowledge to take action to ensure affordable housing resources are protected and expanded.



**Remember: Not all audiences will
resonate with the same story!**



How will you frame your message?

- Keep in mind that different audiences will vary in:
 - Communications platforms
 - Comprehension of the situation
 - Calls to action
 - Circles of trust
- These factors will ultimately shape the way you tell your story.



What makes a good story?

Relatability: The more people identify with a story, the more likely they are to be persuaded.

Drama: Stories with emotional dynamics catch the audience's attention. For our purposes, stories should have a barrier that the storyteller needs to overcome.

Immersion: The more the audience can put themselves into a story, the more likely they are to change their opinions. A story with a “that could happen to anyone” component is very powerful.



Case Study: Kathleen Palmer



Kathleen Palmer

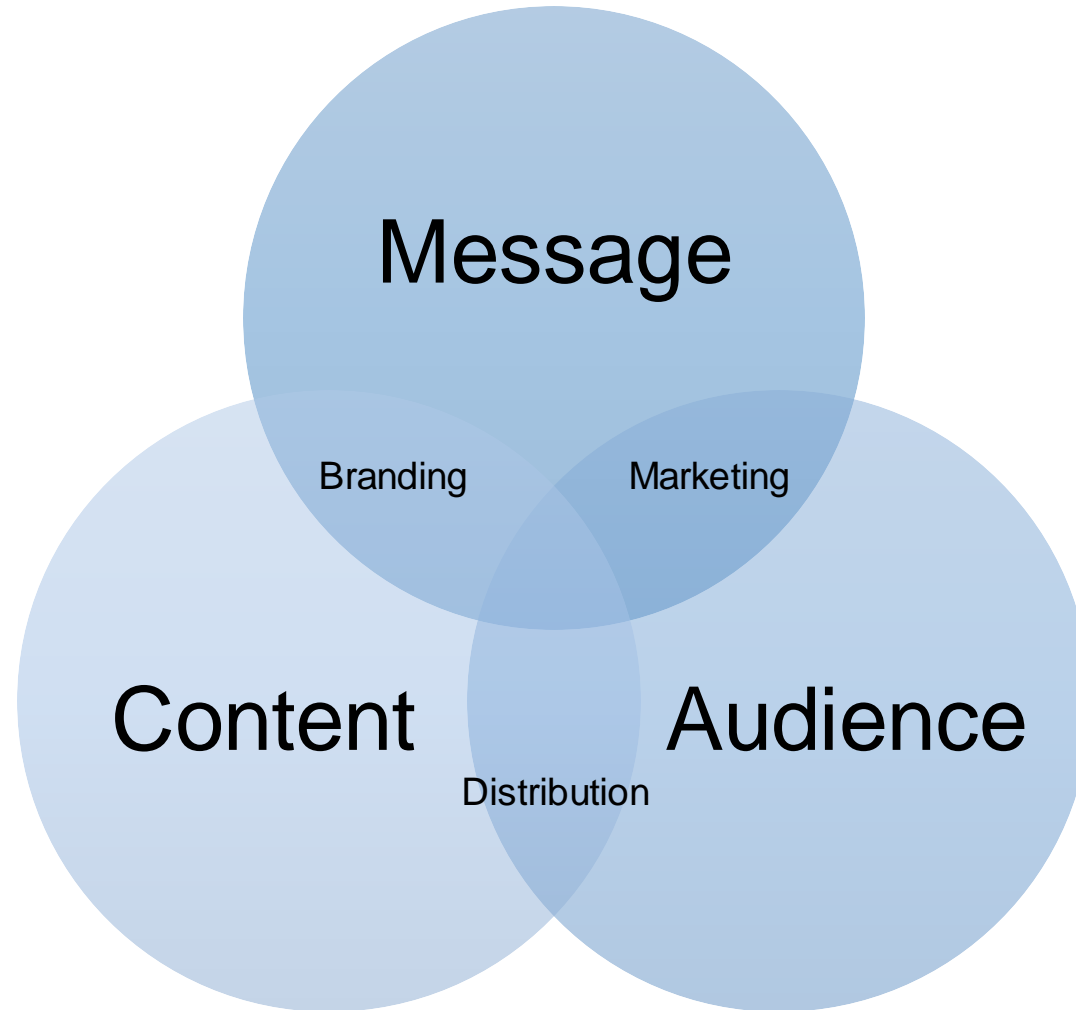
Resident
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Digital storytelling can add value to campaigns, raise awareness and support the mission, all while striking a stance.



What goes behind a digital strategy?





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