



Ethical Storytelling: Tips for Sharing Success

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Learner Objectives

1. Learn how success stories are used locally and nationally
2. Identify essential tips for ethical storytelling
3. Recognize key tips for taking and editing photos with a phone that showcase success
4. Understand how to follow social media promotion guidelines to share successes



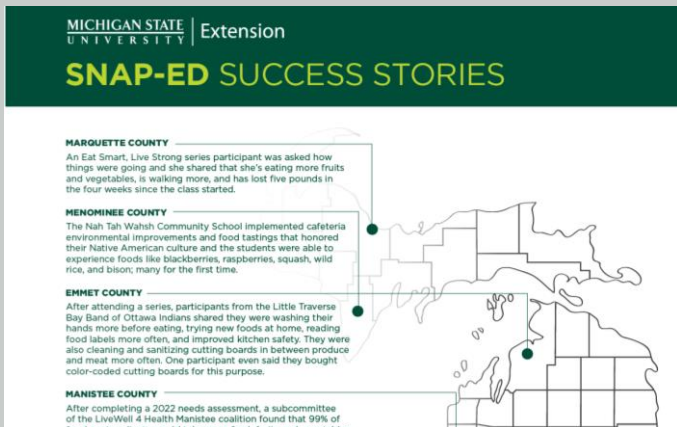
What is one word to describe the power of a story?



education
change
impact



How Stories Are Used



- Ground truth our work to stakeholders & funders
 - Brings life and voice to the numbers.
- Shared with legislators both at the national, state, and local level
 - Connects to their constituents
- Posted on national, state, and local media or websites




Storytelling Activity





Ethical Storytelling & Asset-Framing: A Toolkit for Centering Equity when Communicating Programmatic Success



Ethical Storytelling & Asset-Framing: A Toolkit for Centering Equity when Communicating Programmatic Success

Prepared by the Evaluation and Reporting Subcommittee of the
National Association of SNAP Nutrition Education Administrators
(ASNNA) Evaluation Committee Representing SNAP-Ed Agencies

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10 Main Components of Ethical Storytelling



<https://www.pexels.com/photo/young-diverse-skaters-resting-on-boards-after-training-5384365/>

Seek Continuous Consent

Respect for Privacy and Confidentiality

Accuracy and Authenticity

Empowerment (Co-create)

Avoid Harm



10 Main Components of Ethical Storytelling



<https://www.pexels.com/photo/charming-asian-women-with-tablet-and-coffee-5710457/>

Accountability and Transparency

Fairness

Ethical Reflection and Self-Awareness

Cultural and Social Responsibility

Legal Considerations



Asset-Focused

Be
Positive

Inclusive of
Voices

Build
Narrative
Around
Solutions

Poverty



Collective
Knowledge



Question to ask in an
ethical storytelling
approach



Power of Words – Equity Centered Language

Voice

Perspectives

Engagement

Common
Goals

People
experiencing
poverty

Energizing
Food

Historically
marginalized

Survivor



Power of Photos

Why?

How?

*composition review

*editing

Practice!



Power of Photos

Why should we include photos?

Images can be more memorable than text.

They can help us remember content.

Photos can grab viewers' attention.

Images can help us tell the story!

(Stories with photos can receive more views than those with just text.)



Photo by Kendra Gibson, MSU Extension



Power of Photos

"Success stories are an opportunity to highlight growth and change beyond what we capture with evaluation."

RJ Gibbs, Ph.D.



Photo by Marielle Menke

Increased veggie consumption!

AND

*Newly discovered joy trying foods!

*More time with family in the kitchen

How can we capture those successes with photos?



Power of Photos

(the technical stuff)

Keep your phone charged. Maybe charge in the car on your way to programming.

Keep your lens clean. Use a soft cloth. Tissues and paper towel can scratch.

Remember media releases!



Most importantly, try not to wait until the end of your program to capture photos. Enter each series or workshop with ears open for progress and excitement in your participants, and be ready to capture that "on film".



Power of Photos

A few elements of composition...



Power of Photos



Rayshawnda Temple



Rayshawnda Temple



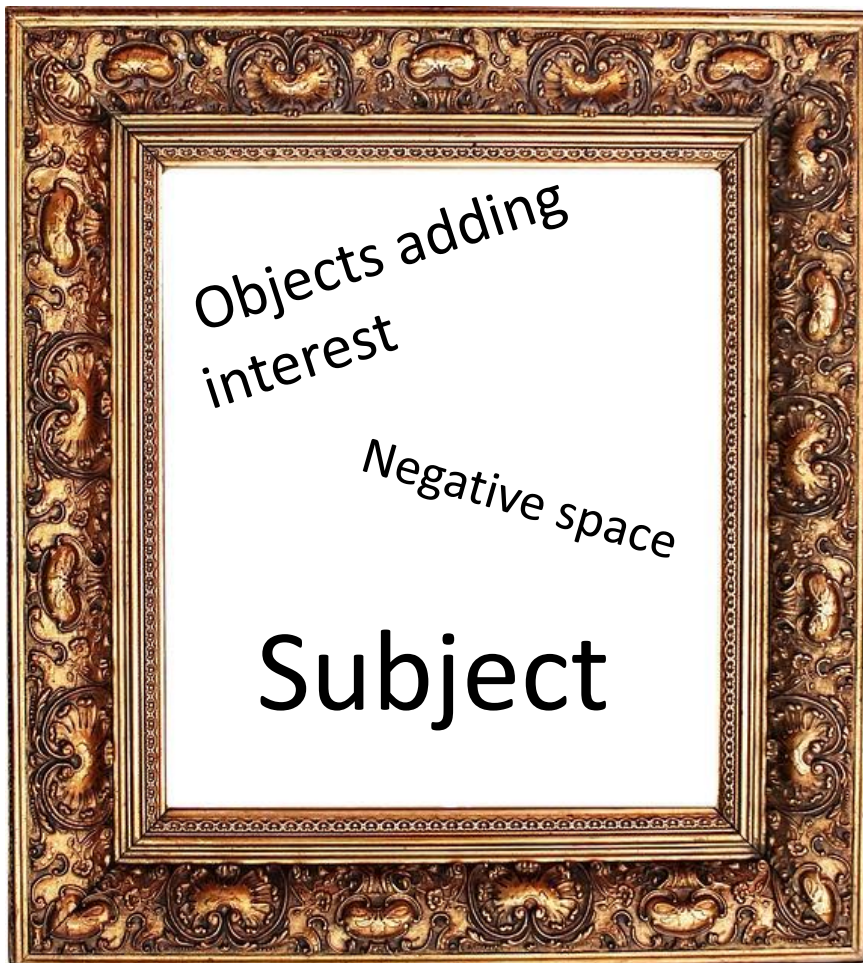
Kendra Gibson



Kendra Gibson



Fill Your Frame



pixabay.com

Watch out for
unintended objects.

What's happening within
your entire frame?

- Photobomb
- Dog in wedding photos
(obvious unintended objects)
Yours might be more subtle!



Fill Your Frame





Fill Your Frame





Fill Your Frame

"Fill your frame" doesn't necessarily mean, "with your whole subject".



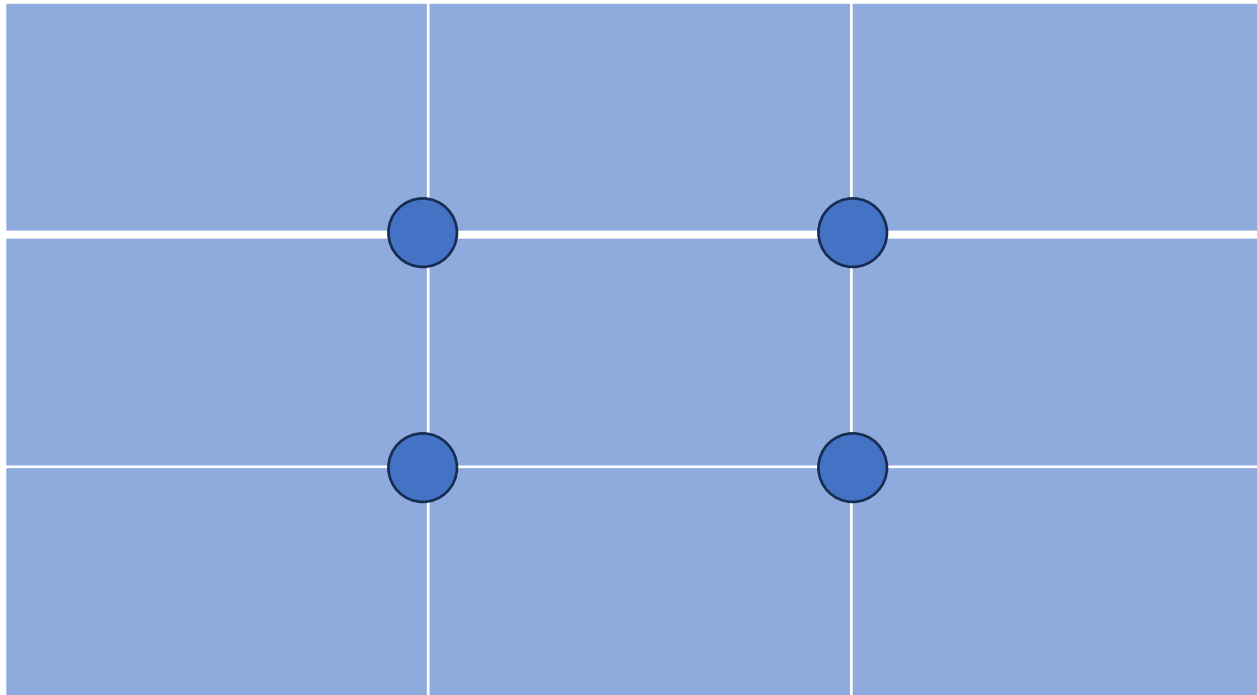
(Negative space is its own element!)





Rule of Thirds

Our eyes like this ratio!





Rule of Thirds





Rule of Thirds





Rule of Thirds





Rule of Thirds





Rule of Thirds



Kendra Gibson



Rule of Thirds

Do the photo dance!

Take several shots!



Lines

Lines can guide a viewer through an image!





Lines





Lines





Lines





Lines





Lines





Frame, Thirds, and Lines!



Rayshawnda Temple



Rayshawnda Temple



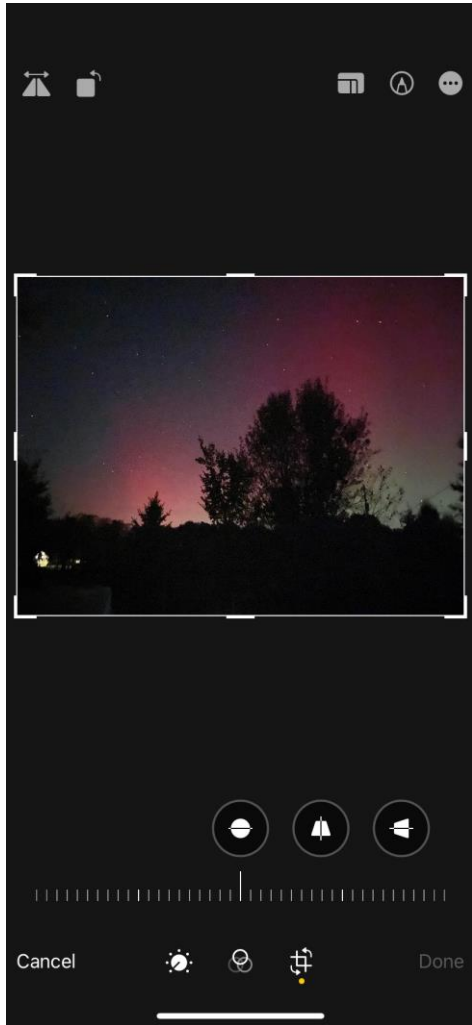
Kendra Gibson



Kendra Gibson



Editing





More Elements to Explore

Light!!! Moving toward a window can help.

Tap where you want focus; slide for brightness.

Portrait mode is not just for people! It can give you a blurry background, but watch out for lost details.

*If you're losing details, pull your phone back, tap where you want most focus, then crop in editing.

Golden Ratio

Candid photos can feel sincere and relatable.

Flip your phone upside down for another angle.

Move in on objects, but zoom in on people to avoid distortion.

Try shooting in a photo app like Lightroom and edit from there.



Power of Photos

Let's practice!



Social Media



Social Media is a powerful
storytelling tool:

We can empower people with
familiar, and effective images and
message

We can portray our participants and
partners in a dignified, respectful
manner. We will always request
consent



Example

Community Nutrition Instructor Cecelia partnered with a local farmers market to help WIC parents learn how to prepare a healthy recipe. Thanks to Cecelia, they are getting the help they need!





Example

Community Nutrition Instructor Cecelia partnered with a local farmers market to talk with WIC parents about healthy budget friendly recipes. Parents will be able to shop for those items and stretch their food benefits



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mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:
(833) 256-1665 or (202) 690-7442;

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