



DIGITAL STORY CHECKLIST

Project: _____

Team Lead: _____

Visuals

- "Mission in Action" Pics & Videos
- BTS (Behind the Scenes) Pics & Videos
- Branding in image when possible (banners, logos on T's etc)
- Closeups better than wide shots
- Mobile-Friendly -- easy to view/read

Soundbites

- Testimonials/Interviews
- Podcasts, Speeches
- Get audio transcribed
- Use lavalier microphone for audio, do not rely on camera mic
- Highlight "best soundbites" in transcript for team use in print/digital

Mission in Action

- Why it matters/impact?
- Who was involved?
- Where/When did it happen?
- Call to Action (CTA)
- _____
- _____

More Tips

- Use eye-catching photography
- Avoid using only posed group photos
- Include BTS with volunteers
- For social, prioritize video*
- *Video can be photos saved as GIF or MP4
- Back up & store images, testimonials and transcripts in easy-access central file location



DIGITAL MEDIA RESOURCES



- Keep a master file of assets (Excel or Airtable)
- Organize content by useful themes not just dates
- Use a central filing tool, like Dropbox, for video, photo, & logo assets
- Batch rename visuals upon ingest to replace numbers with names
- Use AI transcribing tools, like Rev.com, for interviews
- Keep a cross-referenced list of “best of” stories and soundbites
- Be sure soundbite/video files include the name of the interviewee + date
- Include signed release forms with interview files
- Repurpose videos to GIFs with tools like [Vimeo](#), [Canva](#), [EZgif.com](#)
- Video editors: [Capcut](#), [Adobe Express](#), [Canva](#), [Camtasia](#)
- Capture quality mobile audio with the [RØDE Street Interview Kit](#), [Samson Go Mic Mobile Kit](#) or the [Saramonic Blink 500](#) (available for iPhone and Android--be sure you get the correct one!)

