



# DIGITAL STORY CHECKLIST

Project: \_\_\_\_\_

Team Lead: \_\_\_\_\_

## Visuals

- "Mission in Action" Pics & Videos -
- BTS (Behind the Scenes) -
- Branding in image when possible (banners, logos on T's etc)
- Closeups deliver best emotional impact; wide shots establish the scene
- Mobile-Friendly -- consider vertical vs horizontal framing; be sure the final result is easy to view/read

## Soundbites

- Testimonials or Interview soundbites that relate to themes or answer a common community question
- Excerpts from Podcasts, Speeches, Webinars
- Transcriptions and Translations reviewed for accuracy
- Highlight "best soundbites" in transcript for team use in print/digital
- Use lavalier microphone for audio, do not rely on camera mic, phone built-in mic or podium mic

## Mission in Action

- Why it matters/impact?
- Who was involved?
- Where/When did it happen?
- What question does this scene/interview answer?
- Call to Action (CTA)
- Other:

## More Tips

- Use eye-catching photography
- Avoid using only posed group photos
- Get BTS with volunteers, employees, customers
- 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 (low cost: Excel or Airtable)
  - Organize content by useful themes, questions answered, not just dates
  - Batch rename visuals upon ingest to replace numbers with names
  - Use a central access library such as [Creative.Space](#) for video, photo, & gfx
  - Check AI transcriptions and translations for accuracy before using
  - Tag “best of” stories and soundbites
  - Keep signed interview release forms as PDF-A with clips/source footage
  - Create thumbnails for easy access when posting to YouTube/socials
  - Repurpose videos to GIFs with tools like [Vimeo](#), [Canva](#), [EZgif.com](#)
  - Try easy-to-use editing tools [Capcut](#), [Adobe Express](#), [Canva](#), [Descript](#)
  - Capture quality mobile audio with the [RØDE Street Interview Kit](#), [Samson Go Mic Mobile Kit](#) or the [Mini Mic Pro](#)
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