

Let's Get Talking:

A framework for community digital storytelling

Introduction

Let's Get Talking is a collaborative and creative process where community organisations develop their own digital stories. These are prepared using existing familiar day-to-day technologies and devices. No experience is required.

A digital story is a short video with a specific purpose for defined audience. Using shared experience, it can capture goals for the future and elements of the past. It combines images (photographs and video footage), an audio track, text and music.

Digital storytelling has many uses. It can: influence; educate; advocate; evaluate; create a call to action (CTA); report; document; fundraise; and, promote.

A short digital story by local storytellers, is a valuable, powerful and inspiring tool for a community and for those who see it.

Let's Get Talking is a step by step guide to produce a successful, authentic, purposeful and relevant story from within in their community.



Watch [Bringing Forward Young Leaders](#), an Indigenous leadership story by young men and women in Arnhem Land, in their own words.



Watch [Enterprising Tours](#), St Joseph's Primary School students in Beechworth, Victoria, tell their story.



Watch [My Start in Dance](#), using digital storytelling to share your passion.

Benefits

Along with producing an original digital story, learning digital storytelling offers many benefits.

These include:

1. Giving voice to locally led projects and goals for a community and beyond;
2. Identifying, uncovering and developing local skills and expertise to include all ages, backgrounds and experiences;
3. Having a framework for future stories;
4. Building a bank of story creators and producers within the community, confident and capable to develop more stories and share the process with others;
5. Enabling the history, culture, values, ambition and achievement of the community/ region/ organisation/ local government area to be recorded and accessible; and
6. Responding to the overwhelming and constantly growing demand and expectation to provide content in a short, lively and engaging video format.



TURNSTONE
PROJECTS

OVERVIEW

Let's Get Talking: an innovative, collaborative, enabling and practical tool for engaged communities to share their stories for good.

TURNSTONE PROJECTS
www.turnstoneprojects.com
T 02 9559 5352
M 0417 816 303
E rebecca@turnstoneprojects.com

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Let's Get Talking | What's covered

Let's Get Talking is delivered in a Workshop format, tailored to the group needs. Before the Workshop, preparatory activities are provided. Most are Q&A style and checklists. After the Workshop, remote assistance via an online creating tool can be provided.

The Let's Get Talking Framework includes three distinct stages:

1. Let's Get Organised:

- Defining the story purpose, outcomes, audience, audience response needed and timeline
- Determining key messages
- Deciding the story tellers, story style and story setting
- Gathering evidence
- Determining the capacity, other local assets and resources to produce the story
- Considerations, visual and audio recording agreements
- Communications and monitoring plan

2. Let's Get Creating:

- Style of the audio track (interview style, Q & A, scripted)
- Drilling down with the story teller(s), what's their purpose, what's their message, what evidence supports this, does this raise any issues?
- Community capacity and capability audit
- Filming
- Editing, music, text and titles

3. Let's Get Sharing

- Summarising the story
- Distributing the digital story including uploading to social media
- Is it working? Monitoring your story



Watch [HEART: A new approach to employment training in Arnhem Land](#), an Indigenous story about goals and hopes by the young men and women themselves.



Watch [What's So Special About Will?](#), Bell Shakespeare's In Schools Program at Canterbury Public School, Sydney.



Watch [Planting Hope](#), a journey of Warrawong High School's keen gardening students taking on the big issues.

Cost structure

Workshops are held with up to 12 participants, which can reflect a range of community groups from within or outside the immediate area. Costs for the Workshop are kept as low as possible and, along with travel and accommodation for the facilitators, are negotiated with the community group, local Council or donor.

About Turnstone Projects

Turnstone Projects works collaboratively with companies, organisations and communities where shared interests exist. Together, we find innovative and practical ways to achieve their project goals for positive social and economic impact. We work across Australia in a range of industries.

Our project team of Kirstie Davison of [Mariki Media](#) and Rebecca Iliffe, [Turnstone Projects](#), reflects all the aspects required for *Let's Get Talking*. We have experience and technical skills in developing digital stories, learning and facilitation, monitoring and working with communities, especially in rural, regional and remote locations.

📞 Get in touch: Rebecca Iliffe 0417 816 303 and Kirstie Davison 0427 574 449.