



## **Project Story Telling Guidelines**

The story telling aspect is a translation of your project to inform and educate your key target publics. It's important to understand and breakdown your target audiences as each will have different perceptions, needs and understanding. These have to be catered for and you will find, that to be an effective story teller, you might change the angle and or even modify the message and use different platforms to engage your audiences depending on where your story's journey is at and which platforms you are using at a specific moment in time.

Within your project story it's important to have a clear strategy noting that it has to have a beginning, middle and an end. You need to understand, depending on your objectives, that you may need to create awareness, allow for the development of opinion and ultimately allow the audience to act in a certain way. In this regard your story needs to create impact and have a definitive call to action – even the sub plots.

It's also important to understand that with in the main story, just as in a novel, sub plots will arise and have to be catered for. This is an asset as it provides fresh content. Content that will allow you to develop the interest in your story. Therefore, be proactive and opportunistic and take advantage of these sub plots, the developments and or discoveries along your project timeline.

Be concise and succinct at all times. This is where pre-determined and defined messaging is invaluable. Moreover, keep your language simple where possible. Technical aspects of your story have a place and an audience remembering that not all audiences are the same.

In choosing your methods of communication engagement, remember the four pillars that you can choose from: paid, earned, owned and shared media. From experience, the creativity in story telling is the ability to spread the story across numerous platforms. Create human angles within your story that maximise understanding and ultimate engagement and that are applicable to your project. However, pay attention to the



guidelines of the overall project: where you place and tell your story. The preferred media as in most project cases paid media may not be a suitable platform or channel.

Finally, use the partnership's expertise that exists within your funding group. Explore the social and cultural nuances of your partner's geographic arena so that your story can cross the divide of borders. Ultimately, keep in focus not just your project objectives but the purpose of why your project received the funding in the first place.

Prepared by Eugene Grey FEIPR FPRII

**Email:** [eugenegrey@europeaninstitute.ie](mailto:eugenegrey@europeaninstitute.ie) **Ph:** 01 4906896 **Web:** [www.europeaninstitute.ie](http://www.europeaninstitute.ie)

European Institute of Communications