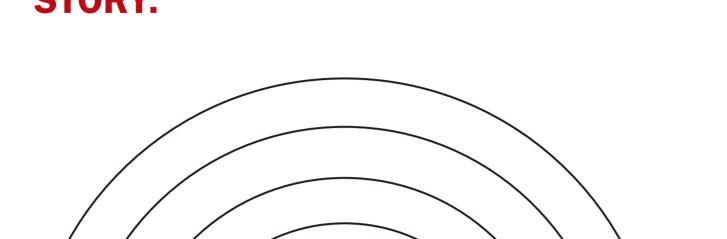
TYPES OF CONTENT AND FORMATS

EXPERIENCE NAME:

COMMUNITY

Who are we going to tell the story to?





YOUR

STORY:

WHY

HOW

WHAT

WHY

Why do we want to tell this story?

HOW

How can we tell this story to show our purpose?

WHAT

Which is our main message?

CHANGE PURSUED

What positive effect do we want to achieve in our community?

STORY JOURNEY:

CHANNELS

BEFORE

DURING

AFTER

Owned media

Office, website, social media channels

Deploy the story / Start engaging the community Deploy the full narrative and start building new story branches / Empower community members

Deploy new branches / Make the community spread the word

Paid media

Media presence, promotion

Earned media

Influencers, end users, recognitions