

THE MULTICHANNEL STORYBUILDING CANVAS

Designed by: _____

Date: / /

Version no. _____

| | | |
|---|--|-------------------------------------|
| EXPERIENCE NAME: | | TYPES OF CONTENT AND FORMATS |
| <p>COMMUNITY Who are we going to tell the story to?</p> | <p>STORY:</p> | |
| <p>CHANGE PURSUED What positive effect do we want to achieve in our community?</p> | <p>WHY Why do we want to tell this story?</p> <p>HOW How can we tell this story to show our purpose?</p> <p>WHAT Which is our main message?</p> | |

| | | | |
|--|--|--|---|
| STORY JOURNEY: | | | |
| CHANNELS | BEFORE | DURING | AFTER |
| <p>Owned media Office, website, social media channels</p> | 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 |
| <p>Paid media Media presence, promotion</p> | | | |
| <p>Earned media Influencers, end users, recognitions</p> | | | |

