

Strategies for Groups and Organizations

The StoryCorps app and StoryCorps.me are tools for collecting recordings and activating groups, organizations, and communities around the power of storytelling. Below are some ideas to help your community collect stories.

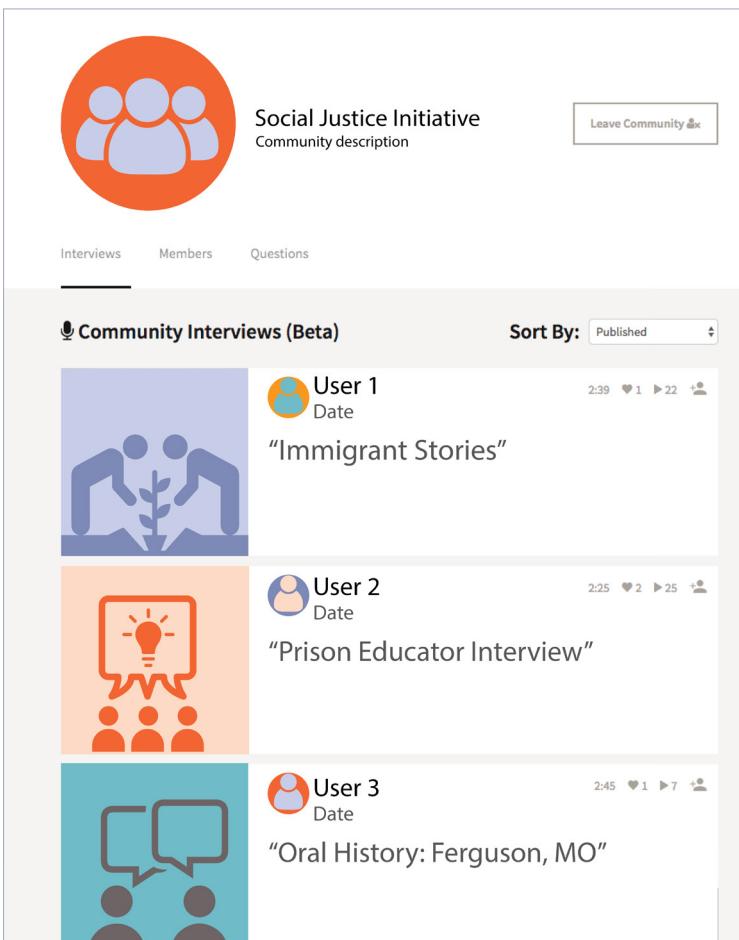
CREATE A STORYCORPS COMMUNITY

StoryCorps.me communities are a great way to collect and share interviews with friends, classmates, family, colleagues, and any other group of people that shares something in common. Any StoryCorps.me registered user can create a public community and invite others to join it by sending them a link to the community page. Anyone can browse communities and listen to interviews posted to the community's page on our website, whether or not they are a community member or registered StoryCorps.me user. Please note that it is not possible to make interviews private on a community page.

Plan of Action

1. Designate one person to become the “owner” of your StoryCorps community. The owner will create the community, establish the rules of the community, write custom questions, and assign community moderators.
2. To invite people to contribute to the community, share the link to the community page. Once a user joins, they can add past and future recordings to the community.
 - **Tip:** Requiring approvals will give you more control over the community, but will also require more administration.
3. Share the community, and its interviews, via URL, social media, or embed the audio on a website.

For more information about how to create and manage a community, please see these [Communities FAQs](#).



The screenshot shows a community profile page titled "Social Justice Initiative". The profile picture is a blue icon of three people. Below the profile picture, there are tabs for "Interviews", "Members", and "Questions". On the right side, there is a "Leave Community" button. The main content area displays a list of "Community Interviews (Beta)". There are three visible interviews:

- User 1 Date**: "Immigrant Stories" - Published at 2:39, liked by 1, viewed 22 times.
- User 2 Date**: "Prison Educator Interview" - Published at 2:25, liked by 2, viewed 25 times.
- User 3 Date**: "Oral History: Ferguson, MO" - Published at 2:45, liked by 1, viewed 7 times.

Each interview card includes a small thumbnail image related to the story, such as two people planting a tree or a lightbulb above people's heads.

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COORDINATE A KEYWORD CAMPAIGN

Keywords make it easier for future listeners to find interviews, and allow users to group similar stories together. Users can add keywords to their interviews (along with titles and summaries) through the app or through StoryCorps.me. A keyword campaign harnesses the power of many users to promote awareness of a theme, organization, or cause.

Plan of Action

1. Choose a custom keyword, such as the name of your project, organization, or theme (e.g., EndingHunger, or TeachForAmerica)
2. Encourage your audience to record and publish interviews using the StoryCorps app. Remind them to tag their interviews using the custom keyword, and to fill out the title and summary field as well.

Tips:

- a) Too many custom keywords can be confusing. Choose 1-3 strong and carefully worded keywords that speak to your campaign goal or organizational brand.
- b) Once you've decided on your keyword(s), a suffix identifying the year or state of the campaign can be used to capture stories collected over multi-year campaigns (e.g., EndingHunger2016 or TeachForAmericaNY).

3. Once the interviews have been tagged, users can search for them under the "Browse" feature on [StoryCorps.me](#).

Browse by Keyword: "Philly Stories" Back to Search

User	Date	Title	Tags
User 1	14:52	Philly Stories: John Zazulak's story.	CCP Philly Stories Philadelphia Student Oral Histories
User 2	24:21	Oral history – Amy Thomas with Virginia Thomas	CCP Grandmother Philly Stories Philadelphia Student Oral Histories
User 3	15:11	Gerry Tales	CCP Philly Stories Philadelphia Student Oral Histories Philadelphia
User 4	14:52	Philly Stories	Philly Stories Philadelphia Student Oral Histories

CHOOSING BETWEEN A PUBLIC COMMUNITY AND A KEYWORD CAMPAIGN

Creating a community is an excellent strategy for users who want control over their online presence (because they can set the rules and monitor submissions).

Keyword campaigns are great for large audiences and major public engagement projects where the organizer is seeking less control over the final appearance of the campaign results (because any user can tag an interview with any keyword).



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General Recommendations



Seed your campaign with a few great recordings

- There is nothing more inspiring than a published example of a powerful recording from your audience. Record and publish a story to send your constituents to encourage them to join your community or add to your campaign.



Create custom questions

- A custom question list can focus a community and its collection of interviews around a particular theme.
- The community owner can create a custom question list when establishing the community.
- Alternatively, choose custom questions from our Great Questions List and circulate them to the target audience via email campaign or social media.



Establish a timeline

- Mapping out a timeline for submitting recordings is a great motivator. Identifying dates for when the content will be collected, surfaced, and celebrated with a wider audience will help an audience to collect interviews in an easy and timely fashion.
- One idea for structuring a campaign is to use a specific holiday, like Mother's Day, to mobilize and inspire participants to conduct interviews. Collect stories in the month leading up to, or in the month after, that day.



Share your stories and celebrate your community

- After users publish their recordings and join the community, share the collection or individual recordings via URL, social media, or embeddable iframe player with your constituents and supporters.
- Create ways to celebrate your community's stories. Turn your next event or party into a listening party by playing the collected interviews or by gathering stories about a chosen guest of honor.

Still need help? Check out our FAQs and Tools & Resources pages at StoryCorps.me,
or email us at contactus@storycorps.me