**STEP 3**

# MAKE & SHARE

**INTENTION**

Review gathered stories, create campaign assets with stories, and distribute them to your community.

**CONTENTS**

Review Gathered Stories; Convert File Formats; Choose Your Channels; Make Campaign Assets; Share Campaign; Launch Event Guide; Make Launch Event Assets; Capture Your Work

**OUTCOME**

At the end of this step, you will have a live campaign.

**TIME NEEDED**

1 - 3 weeks, with communications staff making & sharing assets.

✳ **MUST USE**

# Review Gathered Stories

Now that you've gathered stories from the community, it's time to decide which stories you want to turn into assets to share in your Honest Conversations Campaign. Choose stories from a wide range of people: a variety of ages, genders, ethnicities, orientations, languages, nationalities, professions etc. Below are tips for how to transform Fill in the Blank stories into the Honest Conversations Campaign.

## Check Consent

Remember to check the signed Consent Form of each participant as you decide which stories to include in the campaign. Only share their information in ways they consented to.

## Stay On Topic

The story must be tied to the Season Topic and Call to Action. Each story doesn't explicitly have to end with the person doing the Call to Action, but it should make sense to include the Call to Action alongside the story you've captured.

## Story Structure

The story should mostly follow the Fill in the Blank form, though stories may vary from the original Fill in the Blank structure, especially if the participant stories are in a language that uses a sentence structure that differs from English.

## Edit Down Stories

As you prepare stories for publication, you can edit the story to fit the campaign asset as long as you keep the essence of the person's story. If the story is in audio/video form, it should be around 30 - 90 seconds long.

OPTIONAL

# Convert File Formats

You can collect one type of media input and convert it to another. For instance, if a community member consented to share their story via posters and audio but you only have an audio file, you can use this guide to learn how to convert your audio file into a poster.

## AUDIO TO POSTER

You can turn your audio story into a flyer or a poster by transcribing it into one of the flyer or poster templates included in this playbook. You can transcribe the audio or have Veed.io automatically transcribe English audio files for you.

## VIDEO TO POSTER

You can turn your video story into a flyer or a poster by transcribing it into one of the flyer or poster templates included in this playbook. You can transcribe the video or have Veed.io automatically transcribe English files for you.

## VIDEO TO AUDIO

To convert your video file into an audio-only file, you can use VLC, a free multimedia player. You can find instructions on converting mp4s to mp3s using VLC here.

✳ **MUST USE**

# Choose Your Channels

Now that you have decided which stories you want to include in the Honest Conversations Campaign, you are ready to identify the most effective channels for your community. Write down the number of audio, video, and poster-based stories you've selected, then select which channels you will use to distribute your campaign.

| _____ # of AUDIO STORIES |
| --- |
| ❏ Facebook |
| ❏ Instagram |
| ❏ Radio |
| ❏ SMS/WhatsApp |
| ❏ TikTok |
| ❏ Other:_____ |

| _____ # of VIDEO STORIES |
| --- |
| ❏ Facebook |
| ❏ Instagram |
| ❏ SMS/WhatsApp |
| ❏ TikTok |
| ❏ Other:_____ |

| _____ # of POSTER STORIES | |
| --- | --- |
| ❏ Facebook | ❏ Bus Stop |
| ❏ Instagram | ❏ Door-to-Door |
| ❏ SMS/WhatsApp | ❏ During an Event |
| ❏ TikTok | ❏ Laundromat |
| ❏ Other:_____ | ❏ Local Market |

_For example: For their campaign focused on the COVID-19 vaccination of young children, Canal Alliance identified a local Spanish radio show as a channel to share their audio stories. Canal Alliance volunteers decided to post their flyer stories at the laundromat and bus stops because they are likely to catch people's attention in those popular gathering areas._

**OPTIONAL**

# Make Campaign Assets

Now that your stories have been reviewed and prepared for publication, it's time to make the campaign assets. If you plan on creating flyers, posters, or videos from the stories you gathered or sharing stories on social media, you can use these design templates to create campaign assets. Click on an image to access the template.
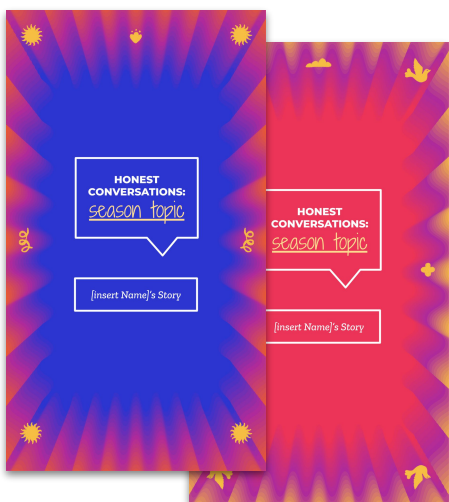
| 8.5 x 11" FLYERS | 18 x 24" POSTERS |
|---|---|




| VIDEO BOOKENDS | SOCIAL MEDIA POSTS |
|---|---|

OPTIONAL

# Share Campaign

Now that you've selected which stories will be part of the campaign, identified which channels they will appear on, and created your assets, you are ready to share back with the community. Here are some suggestions to help you circulate your Honest Conversations Campaign.

## GENERAL

**ASSEMBLE A TEAM OF PEOPLE** Volunteers and community influencers can help circulate the campaign and promote it where people are already gathering. For example: at a food pantry, a local health services clinic, a laundromat, or a bus stop.

**KEEP YOUR SEASON TOPIC TIMELINE IN MIND** Your campaign will be more effective if you can quickly reach a wide range of people within your timeline.

**PARTNER WITH LOCAL ORGANIZATIONS** Local radio stations, stores, county health departments, or law offices can help you share the campaign stories.

**HOLD A LAUNCH EVENT** You can announce the launch of the campaign at a community event. You could also use the event as an opportunity to gather more stories. If you're interested in holding a launch event, see the checklist on the Launch Event Guide page of this playbook.

## AUDIO STORIES

**TO A MESSAGING PLATFORM**  If your community story is an audio (mp3) file you can share it on a messaging platform like WhatsApp. Learn how to attach audio files on WhatsApp here.

**FOR RADIO PARTNERSHIPS** If you partner with your local radio station to broadcast audio stories, be sure to air the recordings at times that your community is most likely to hear the stories (for example, during the commute to / from work) and ask the radio station if they can share how many people tuned in to the Honest Conversations story segments.

## VIDEO STORIES

**TO A MESSAGING PLATFORM** If your community story is a video (mp4) file you can share it on a messaging platform like WhatsApp.
Learn how to attach video files on WhatsApp here.

**TO SOCIAL MEDIA** If your community story is a video (mp4) file you can share it on a social media platform like Facebook, Instagram, or TikTok. Learn how to post video files to TikTok here. When posting the video on social media platforms, always include the hashtag #HonestConversations. This can help track how many people viewed stories at the end of your campaign. Instructions on how to track views using hashtags are in the Data Collection Tool.

## POSTER STORIES

**TO A MESSAGING PLATFORM** If your community story is a flyer or poster you can share an image of it on a messaging platform like WhatsApp. Learn how to attach images to WhatsApp here.

**TO SOCIAL MEDIA** If your community story is a flyer or a poster you can share an image of it on social media. Include the hashtag #HonestConversations in your post.

**OPTIONAL**

# Launch Event Guide

Community events are one way to share knowledge and build trust.
If you want to host an event to announce the launch of your campaign,
use this checklist to prepare.

- ❏ Announce the event on social media and using flyers / posters by using the Make Launch Event Assets templates found in this playbook.
- ❏ Invite other community organizations to participate.
- ❏ Print large format posters using the poster templates so community members can see examples of the Honest Conversation Campaign. During the event, hang the posters so people can read and engage with the poster, similar to the ways people engage with an interactive art exhibit.
- ❏ Print Fill in the Blank posters that have not been filled out so that community members can write in their own stories at the event using the posters.
- ❏ Set up a tables where volunteers can collect audio and video stories.
- ❏ Bring blank sheets of paper, Post-Its, and markers for attendees to share their thoughts on a few questions you prepare.

## MEASURING IMPACT OF THE EVENT

### COUNT ATTENDANCE
Keep track of how many people attend your launch event with a sign-in sheet or a tally counter.

### GATHER FEEDBACK
When setting up your event, invite attendees to write on Post-Its to share their thoughts to the following questions:
- What's one story that surprised you and why?
- Do any of these stories resonate with you?
- *Write a question of your choice.*

### TAKE PHOTOS
Take a photo of the Post-Its after the event to capture attendee feedback.

**OPTIONAL**

# Make Launch Event Assets

If you plan on holding a launch event for your campaign, you can use these design templates to promote it. Click on an image to access the template.
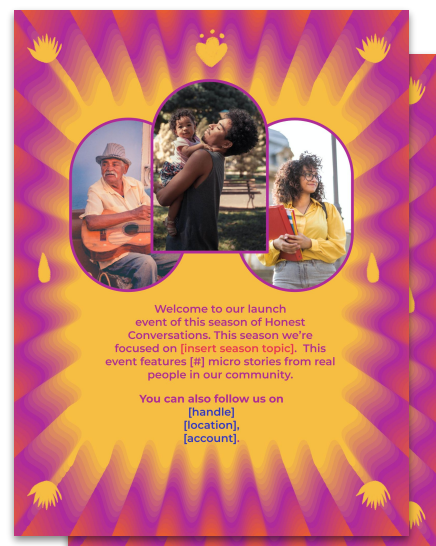
**8.5 x 11" PROMOTION FLYERS**



**18 x 24" PROMOTION POSTERS**



**SOCIAL MEDIA POSTS**



**18 x 24" EVENT POSTERS**

**OPTIONAL**

# Capture Your Work

You've made it to the end of Step 3: Make & Share. Use this page to write down the number of stories you plan to share this season and any goals you have. Then you'll be ready for Step 4: Reflect & Evaluate.

**WE ARE SHARING THIS MANY STORIES THIS SEASON:**

*Example: We are sharing 38 total stories for this season's Honest Conversations Campaign.*

**OUR GOAL FOR THIS SEASON IS:**

*Example: In Canal Alliance, the goal is to increase the percentage of parents vaccinating their children who are five-years-old and younger.*

NRCRIM + IDEO.ORG

# Thank You!

We'd love to see what you have created. Please send any materials you feel comfortable sharing with us at:

**nrcrim@umn.edu**