

Storytelling Guidelines

As we work to serve Georgia's youngest children and their families, it is important that we collect compelling stories to learn more about what they need. Sharing stories about the joys and challenges of raising children with changemakers and stakeholders will be extremely helpful in our advocacy efforts to improve outcomes for young children and families in our state.

Explore the following guidelines for both written and video stories:

Personal Narrative
Provide background information – Before jumping into your story, share your name (if you wish to remain anonymous, you do not have to share your name), where in Georgia you live, and your child(ren)'s age(s).
Keep it simple – When sharing your story, use clear, concise language. Avoid long winded explanations and stay on topic.
Length - Personal narratives should be limited to 250 words or less.
Be authentic – Speak from the heart. Your writing style should be somewhat conversational.
Be honest about your needs – Do not be afraid to talk about what you and your family need to thrive. You are encouraged to discuss resources you feel would be helpful to you. Ideas about potential solutions are welcomed.
Keep it positive - It is important that the focal point of your message is your actual experience. It is okay to criticize the systems you have challenges with, but do not allow your story to be lost in negativity. If criticism is offered, keep it constructive.
Pull at the heartstrings – Feel free to be transparent about how joys and/or challenges have made you feel. Showing emotion makes you relatable.

Video Format
Provide background information – Before jumping into your story, share your first name, where in Georgia you live, and your child(ren)'s age(s).
Keep it simple – When sharing your story, use clear, concise language. Avoid long winded explanations and stay on topic.
Length - Video stories should be 90 seconds or less. In this format, the shorter the better.
Be authentic – Avoid reading directly from a script. If you find it helpful to use a script, practice a few times in the mirror to become as comfortable as possible with delivering your message.
Be honest about your needs – Do not be afraid to talk about what you and your family need to thrive. You are encouraged to discuss resources you feel would be helpful to you. Ideas about potential solutions are welcomed.
Keep it positive – It is important that the focal point of your message is your actual experience. It is okay to criticize the systems you have challenges with, but do not allow your story to be lost in negativity. If criticism is offered, keep it constructive.
Pull at the heartstrings – Feel free to be transparent about how joys and/or challenges have made you feel. Showing emotions makes you relatable.