



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:

Keep it short & simple	When sharing your story, use clear, concise language. Avoid long winded explanations and stay on topic.
Be authentic	Speak from the heart. Your story should be natural and 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 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.

Additional tips for videos:

- Be mindful of your lighting. Your light should be balanced (not too bright and not too dark).
- Steer clear of distracting backgrounds.
- Be sure your audio can be heard clearly.