

Your Voice, Your Story: Using Video to Drive Advocacy Campaigns



Mikka Kei Macdonald
Creative Director, Community Change

Community Change , and
our sister organization
Community Change Action,
works to build power for
low-income people,
especially low-income
people of color.

Founded in 1968, in the wake of the heart break and chaos of the deaths of Rev. Martin Luther King Jr and Robert F. Kennedy.

From the beginning, we have seen the power of storytelling in building power for our communities.

Storytelling has always had the ability to humanize complex issues and build empathy.

It can bridge cultural barriers and create resonance across diverse audiences.

It can frame issues in ways that challenge dominant narratives and promote systemic change.

It can inspire action by demonstrating the tangible impact of advocacy efforts on our communities.

Getting Started



There are many “correct” ways to approach video and digital storytelling. The most important thing is being true to yourself.

It’s a cliché, but an accurate one!

Scrolling is Research!

Start by watching how your peers, or other people that you admire, share their own stories online.

As it becomes more familiar it becomes less daunting.



You Can Start Small

Algorithms on TikTok and Instagram often value shorter content. If want, you can start small – a short video, it doesn't have to be perfect, but it starts building your “muscle memory.”

Accountability Buddy

**Find a friend, and hold each other
other accountable to telling your
story.**

Lift each other up, and celebrate when
members of your community share their
voice.

Your Own Turf

Speak where you feel comfortable. Maybe you're applying your makeup while you talk about your medical bill journey.

Or you are cooking peacefully while talking about your access to health care.

Jump on Trends

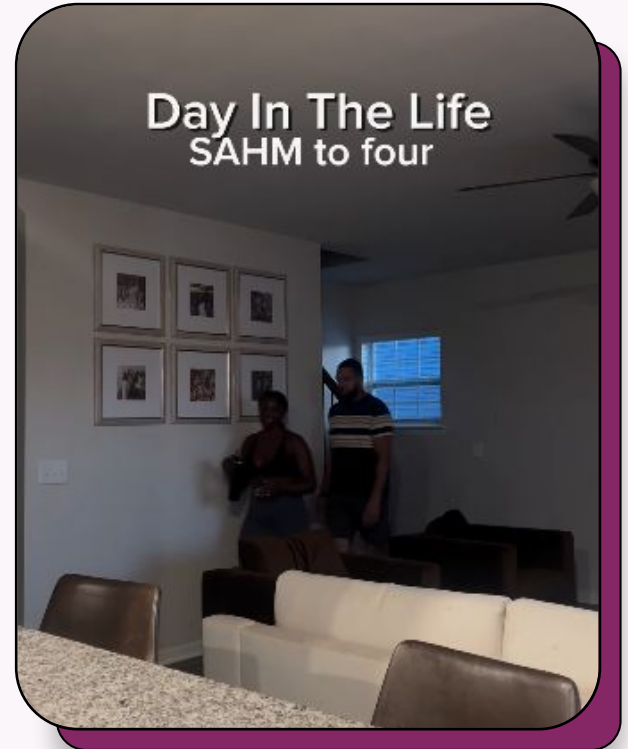
It is not a necessity, but feel empowered to jump on trends.

It's sometimes helpful to have a prompt to weave your own story into, rather than starting from scratch!

brat

Your Day To Day

Sharing the realities of your daily life can also bring visibility to the situations you experience every day.



“Writer’s” Block?

Make A Stitch!

Did you hear news or see a video that impacted you? Film your reaction to it – either in a split screen, or direct-to-camera.

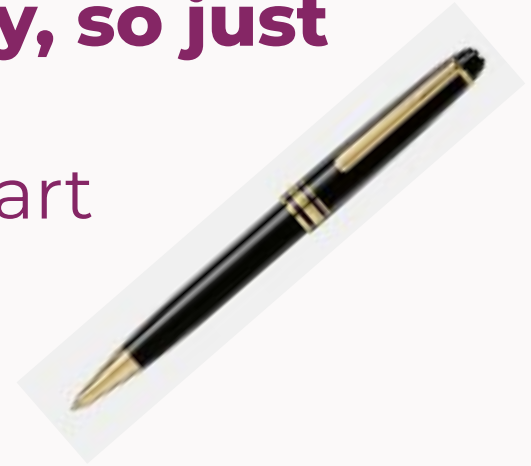


Speak to a Trusted Friend

Your journey to video storytelling doesn't need to start on camera. Try talking about your experience and your feelings to a friend or peer, and notice what parts of your story mean the most to you.

Free Writing

A blank page can be scary, so just start writing. Set a timer for 10 or 20 minutes, and start writing about how your experiences.



Reminders

You are the expert

on your story, and your
lived experience.

Every story counts. There is no set of requirements, just that you speak honestly about who are and how you've been impacted.

We win when we lift each other up! Celebrate your friends' storytelling, and celebrate your own.

end