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DIG Program Manager Digital Storytelling Resource

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Program Manager Storytelling Resource

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Purpose

(Photo by Bob Miller)

DIG's social media profiles serve to share stories of the farmers from the field. DIG supporters and partners love to see the work that DIG is doing and can feel more closely connected to the work in the field if the images shared are compelling and the captions are detailed.

In order for a Social Media Manager to accurately relay stories shared from the field and amplify the voices of farmers and Program Managers, the captions accompanying photos sent from the field must be complete. Although DIG US is able to fill in missing information in stories sent from the field, such as the location or specific vulnerabilities, an incoming Social Media Manager will likely not have the same body of knowledge to share a complete story. Therefore, if accurate and complete stories are going to be shared on the social media pages, they must first be shared as accurate and complete stories from the Program Managers.

The purpose of this Digital Storytelling Resource is to guide the Program Managers in taking captivating images and sharing complete captions so that the Social Media Manager can craft engaging posts to share on social media.

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Capturing High Quality Images

Purpose of capturing high quality images
Well-captured photos and compelling images can draw stronger emotional reactions from DIG's audience, allowing them to feel more connected to the work DIG is doing. This resource will recommend the best types of photos to take, information on sharing videos, and 10 tips for taking great photos using your Google Phones.

Types of photos to take
When you are deciding what to take photos of, **we encourage you to consider taking more photos of people than of landscapes.** This is already something all of the program managers do very well, so keep it up!

Sharing photos of people on social media is great because it allows the audience to feel connected to them. Photos should be taken of just one person (individuals) and of groups of people. Landscape photos allow people to see what the land looks like, whether that is a garden, a building, or hills. Landscape photos are great for capturing before and after photos of gardens to show the amazing transformation.

All of these types of photos should be taken and shared, but we recommend prioritizing photos of people and before and after photos of the gardens. It is also helpful to take photos of the same person or place from close up and far away. This allows the DIG Social Media Manager or DIG US to choose which photos are best for the story.

Photos of Groups of People

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Photos of Landscapes

Videos

Short video clips can be shared as well as photos. Video clips can be used to show people in action, and DIG supporters love to see them. It brings a moment to life and allows the DIG audience to see and hear more of what is happening.

Here are a few items to keep in mind to capture a great video:
- ❏ The video should be around 30 seconds or less in length.
- ❏ The video should be oriented vertically (portrait) rather than horizontally (landscape).
- ❏ The filming should be steady and constantly in focus. You can slowly move around to show a larger area, or keep the camera focused on one subject.
- ❏ To make sure you capture everything that you are trying to, Try to start recording a couple of seconds before the action or interview. That way, you can make sure that you capture everything that you are trying to. The video can be trimmed later by a Social Media Manager.
- ❏ You can speak behind the camera or in front of the camera if there is something you'd like to share, but it is also great to just record a subject without speaking.

Taking Photos on a Google Pixel Phone

Tip #1: Auto-focus

Your phone will probably automatically focus on the person or thing closest to the camera. If it is not focusing on what you want it to, you can focus on the subject of the photo by:

❏ Pointing the camera at the person, group of people, or area of land you'd like to capture

❏ Tapping the screen once where the subject of the photo is located and wait for the camera to focus on the subject.

❏ To lock the focus, click the Lock icon. 🔒
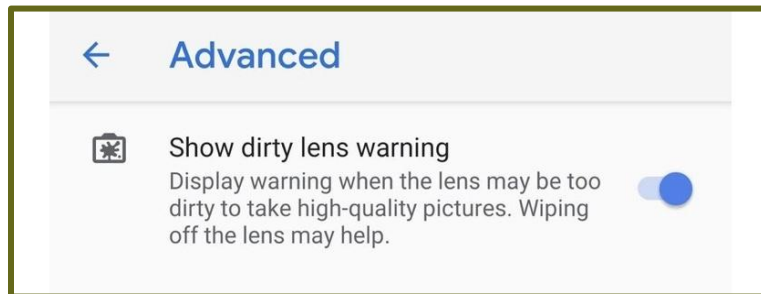
❏ Tap the grey circle once to "capture" the photo.

Tip #2: Avoiding blurry photos when the lens is dirty

To avoid taking a photo with a dirty lens, you can change the settings on your phone to warn you when it senses the lens is dirty.

❏ Open the Camera app and select More from the various modes along the bottom
❏ Select Settings
❏ Select Advanced
❏ Enable "Show Dirty Lens Warning"

It is a good idea to clean your lense before any photos/videos are taken and to clean it regularly throughout your photography sessions. If you get a dirty lens warning, take a moment to clean your phone's camera lens.

To clean your lens, use a clean cloth or a clean corner of your shirt or pants if necessary. If there is any dirt on the cloth, it can scratch the lens of the camera and therefore reduce the quality of the images captured by the phone's camera.

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Tip #3: Portrait Mode

Portrait mode allows you to take high quality photos of individuals by capturing details and blurring the background. You can swipe to Portrait mode, then tap the screen on the person to get the camera to focus. Your phone will offer tips to stand further away or move closer to the person to take a better photo.

(Photo by Google Support)

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Tip #4: Adjusting Camera Exposure

Your phone will most likely automatically pick the right brightness for the photo. However, if you would like to make the subject of your photo brighter or darker, you can easily control the exposure, or the amount of light in a photo. You can simply tap the screen when the camera is on and pointed at the person or thing, and drag your finger to adjust the lighting. Try to use natural light when you can, rather than the "flash" feature on your phone camera. The best photos can be captured in the morning and evening light. Try to keep faces out of direct sunlight or shadows in photos.

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Tip #5: Decide on one subject and avoid zooming in
It can create a strong sense of connection when there is just one subject in a photo. You can take the time to set up a great photo of that one person, thing, or place. Make sure the subject is in focus and has a great story behind it. If you want a closer focus, move closer to the subject rather than using the zoom feature on your phone. The zoom often lowers the quality of your photo.

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Tip #6: Embrace negative space
Negative space in a photo just means the area around the person or thing that is empty, or doesn't draw the attention of the viewer. This can make the main subject pop out more.

Tip #7: Find different perspectives

Think about different angles you can take photos from. It can be helpful to take multiple photos of the same person or thing from different angles, and then you can decide which one is your favorite later.

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Tip #8: Look for patterns and repetition

Repetitive patterns in photos are nice to look at in photos and fun to look for. They are all around in nature, and especially in gardens. If you notice any, capture a photo.

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Tip #8: Look for the little things
Some photos should focus on the smaller details, like a vegetable, hands, or the soil.

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Tip #10: Take photos of people in action
It is very important to always have permission to take a photo of someone, but once they grant permission, it is great to capture a photo when they are not posed. They could be working in the garden, cooking, talking, laughing, or doing something they love. It is a great way to capture genuine emotions from that person or group of people.

Writing Powerful Captions

Purpose of this resource

To ensure that Program Managers are sharing complete stories as contextual information for the images they share, Program Managers should consider the following questions. Much of the content shared from the field already includes detailed stories (see Appendix A); however, there remains content shared from the field that includes images with limited descriptions.

To address these inconsistencies and increase the availability of thorough descriptions for the Social Media Manager, the Program Managers should consider the following questions when sharing image captions.

Writing Powerful Captions

Questions to consider when sharing captions:

Who ● Who is in the photo? What is their name? What is unique about them? Are they part of a specific community or group? ● What challenges was the subject facing before DIG? ● What are the farmers hopes or plans for the future?	**What** ● What is happening in the photo? ● What, if any, are the fruits, vegetables or plants in the photo? What are they used for? Why are they important to the farmer? ● What is the theme of the success story (food security, nutrition, health, community cooperation and leadership, economic access, women's empowerment, sustainability, personal growth)?
Where ● Where was the photo taken? In what country? In what community? At what garden or farm?	**When** ● When was the photo taken? ● Was it a special occasion? ● Was there a change in the growing season?
Why ● Why was the photo taken? ● What is significant about the photo?	**How** ● How has DIG helped address the challenges the individual or group was facing? ● Have the challenges been resolved?

This is Annah from Dyamihanda batwa group.She divorced with her husband and went back to her home but her family members didn't love her and were not providing any support to her in terms of personal needs. But when she joined DIG,she took the advantage of the seed sale program where she bought a tin of cabbages at 4200ugx from Amos the facilitator that she planted.she now has a big garden of cabbages where she expects 200,000ugx after selling and she now feels respected because she can be able to provide for herself!

05:53

This caption includes the name of the person, where the photo was taken, and powerful details about her background as well as her connection to DIG. Story from Gloria.

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Appendix A

Three years down the line, DIG farmers in Kenya have excelled. Pamela Akinyi was trained by DIG in 2017, the very first year when DIG started to work in Homa Bay County. Pamela's husband John Otieno has since joined his wife in commercial vegetable production. They grow kales, spinach, onions and green peppers. They sold vegetables and bought an in calf heifer @ 36,000 and another heifer @ 13,000 at this year year in July. This came from the savings from sale of vegetables, and money borrowed from their group savings and loan. Her husband used to work as a casual welder in Eldoret town , he would earn about 4500 per month. he has since decided to work at home together with his wife. The work at home makes more sense to her.

22:45

This caption is engaging because it has a powerful opening line, includes the name of the person in the photo, particular dates and details about her, and lists particular vegetable names. The specific numbers listing how much they were able to save and what they were able to spend their money on demonstrates an impactful story. Story from Olivia.

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Leveraging Agriculture to Unite Communities and Hospitals(LAUNCH) In Sénégal aims to improve food security, thé nutrition statut and economic well being of vulnérable Communities. LAUNCH transforms thé Unused lands full with médical waste to life and enjoyable areas. Thèse photos are Santhiaba health center before LAUNCH implémentation.

8:23 AM

This story provides information about where the photo was taken and the goal of the specific program it features. Story from Salam.

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