



CEED Story Sharing

Ways to Share Your Story

There are many unique ways to share your story on your own terms to advocate for causes that are important to you and your community based on your personal experiences. Below are some low-cost snapshots of how you can share your story with your broader community.

Write a blog

Blogs are an excellent, flexible way to get your story out into the world. Blogs are easily searchable and shareable. Even if the website where your blog is being posted does not have a large following, your blog will appear on searches and you will be able to share it widely via social media and other external forms of sharing. Blogs in personal pages do not have a set format they must follow, and can take the form of text, photos, and/or videos. This makes blogging a flexible and creative way to get your story out into the world.

Write an op-ed

An op-ed, or opinion editorial, is a way for an individual or individuals to express a persuasive opinion and share information not associated with a specific publication. Op-eds are typically between 700-800 words, and they are often submitted to a specific publication for print and/or online publishing consideration. Op-eds can be an extremely powerful tool for opinion sharing because if an op-ed is accepted, the op-ed is exposed to a wide and varied audience and can even have the power to influence public policy. Powerful op-eds are often personal, and can draw on the authors' personal experiences and story to create a narrative around the opinion they are sharing. While getting an op-ed placed on large national publications can be difficult, there are smaller local publications that also accept op-eds. It's best to remain flexible regarding where your piece will land.

Write a letter to the editor

A letter to the editor, or LET, is an opinion piece submitted to a publication sharing your opinion on an issue that you feel is important to your local, state, or country community. An LET can be written in direct response to a published piece in a newspaper or magazine like a news piece or op-ed. In printed pieces, the editorial page is often front and center of the publication, and its audience ranges from community members to elected officials who

monitor publications in this section to get a sense of the public sentiment in their constituents. This makes an LET an excellent advocacy tool.

Film and record your digital story

Filming your digital story does not require you to have expensive video equipment - it can be done easily on your phone or on the phone of a friend. You can set a tripod or take a video on selfie mode describing why you're passionate about a certain issue, and use your story to create that personal connection to the issue. You can also even walk around your neighborhood or the place you're talking about to get some footage, and add photos. Once created, a video can be uploaded to a place like YouTube where it can be easily shared via blogs, social media, and searches. It can also be directly uploaded and shared on social media outlets which also provide free tools to edit videos and add other media like sound effects and photos.

Sources & Additional Resources

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