

# PROGRAM STORYTELLING TIPS

## FOR FAMILY AND GROUP CHILD CARE PROVIDERS

**People remember how you make them feel, not just what you say.**

**Make it relatable and specific.** Every great story begins with authenticity. Your narrative doesn't need to be flawless or elaborate—it simply needs to be real and distinctively yours. Start by focusing on the core storytelling elements: who, what, why, how, and when. Who founded the program? What makes it unique? Why was it created? Walk your audience through how it began and when it took shape. From these foundational details, you can craft a storytelling campaign that highlights your program's purpose and impact. Remember, the most compelling stories are those that are sincere, straightforward, and deeply relatable.

**Incorporate visuals and behind the scene content.** Natural light is one of your best assets when capturing content—bright, well-lit photos and videos tend to perform best across most platforms. When taking photos, try to capture both landscape and portrait orientations to provide flexibility for different communication channels, each with their own sizing requirements (such as Instagram, Facebook, blogs, email campaigns, websites, newsletters, and one-pagers). Focus on gathering authentic content that features real people engaging in real moments. Don't shy away from candid or action shots—sometimes the unscripted, imperfect moments resonate most and help your audience connect on a more genuine level.

**Consistency is key** to building trust with your audience—whether that's parents, prospective team members, or the broader community. Developing a clear strategy and following through on it demonstrates reliability and authenticity. Remember, it's perfectly okay to learn as you go. With time and practice, editing becomes more intuitive, creativity flows more easily, and your content will continue to strengthen. The most important part is to keep showing up and staying engaged.

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### Tools to Enhance Your Storytelling

- **Bluetooth Microphone:** While not essential, a Bluetooth microphone can significantly improve audio quality and enhance the viewer's overall experience.
- **Tripod:** Also not essential, but a helpful tool to keep in mind for capturing steady, hands-free shots.
- **Clean Camera Lens:** For sharper, more professional-looking visuals, wipe your camera lens before capturing photos or videos—a quick swipe with your shirt often does the trick.
- **Design Platforms:** Tools like Canva and other online graphic design platforms are excellent resources for editing content, creating branded graphics, and maintaining visual consistency.
- **Brand Consistency:** Ensure your logo is visible and that your brand colors and fonts are used consistently across all content to strengthen brand recognition and cohesion.

**Tracking metrics** on a monthly basis is a valuable way to understand what content resonates most with your audience. However, it's important not to become overly focused on the numbers. As long as you are consistently showing up, sharing meaningful content, and communicating in a way that aligns with your organization's mission and values, you're already moving in the right direction toward lasting engagement and success.