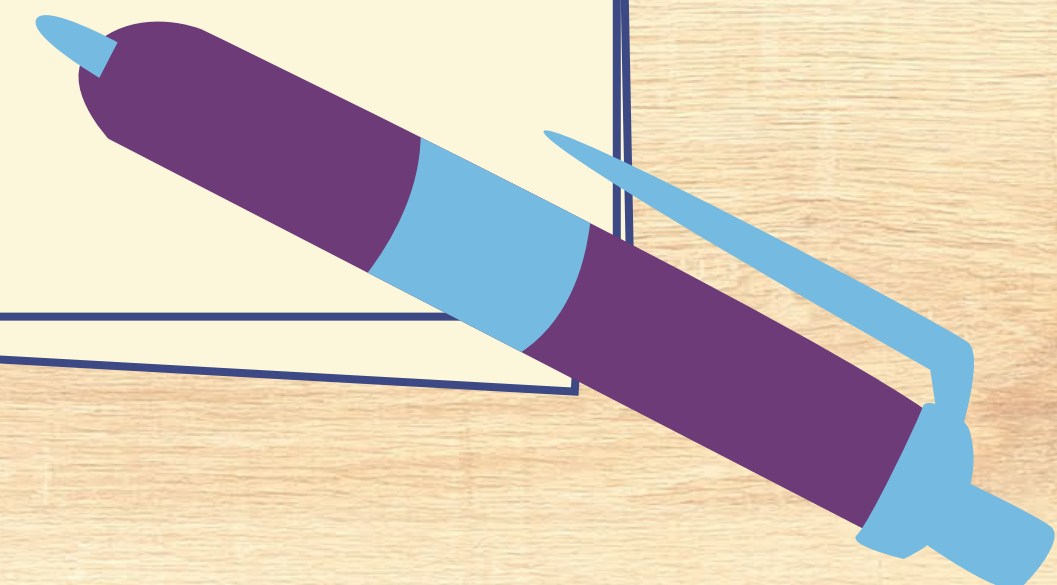
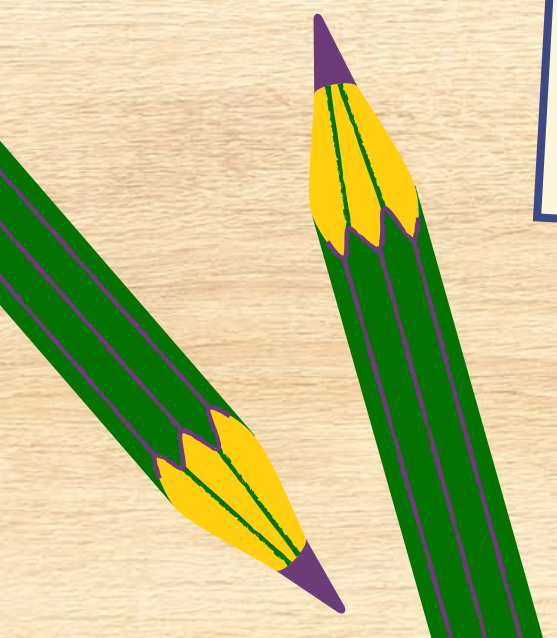


Washington State



**OFFICE OF  
EQUITY**

# Preparing for Innovative Communications





# In this workshop

Be ready to discuss the concepts in groups and share out with everyone

Be ready to share your own examples

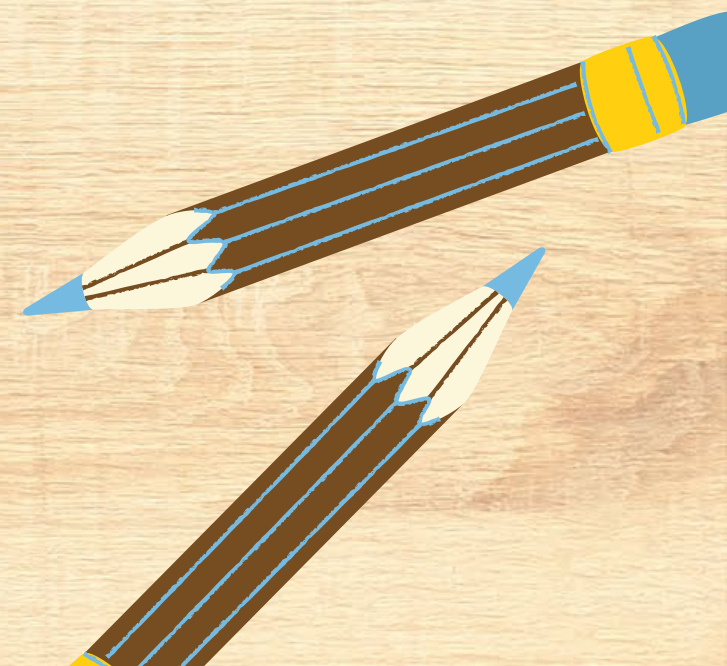
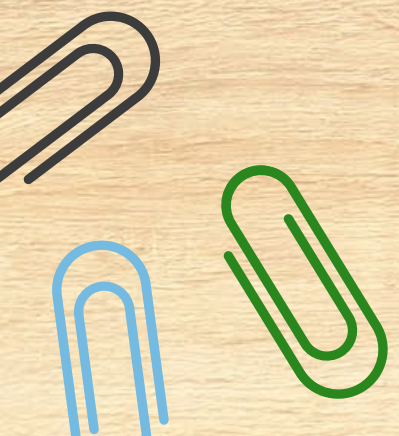
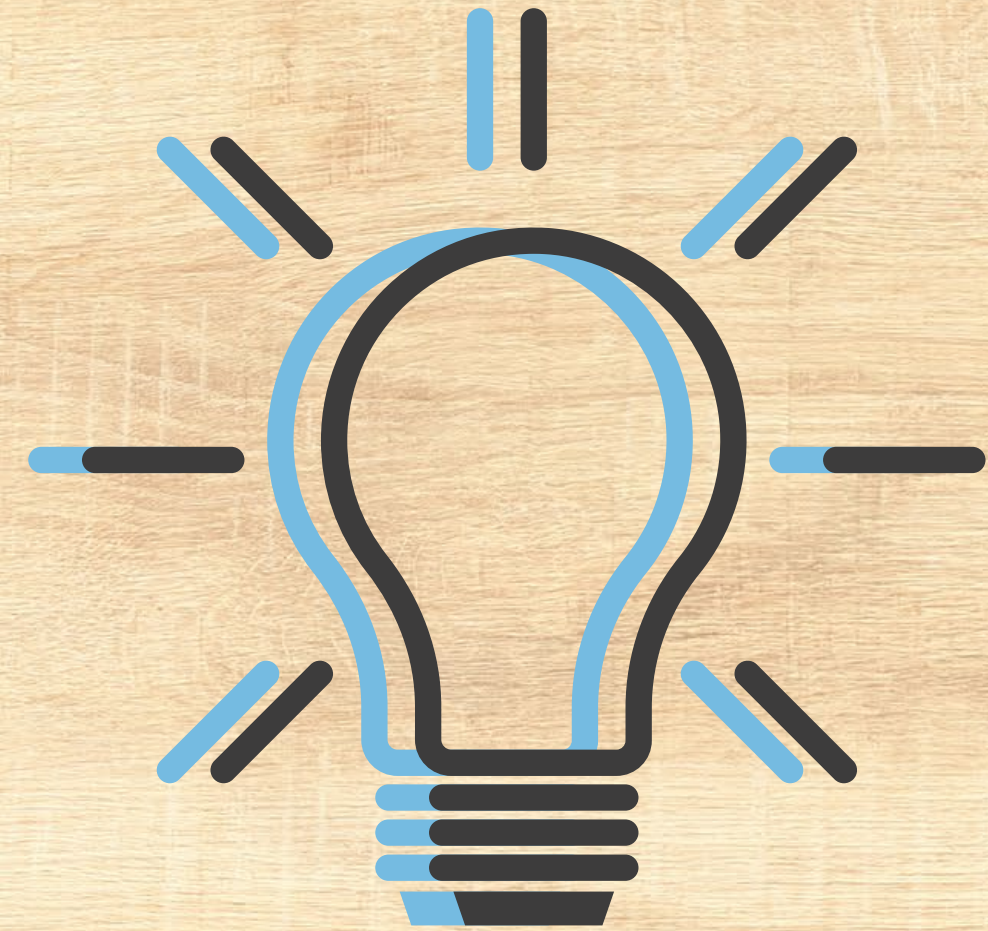
Be ready to dive deeper into ideas you might already know

Be ready to be open and have fun



# What is Innovation?

Think of innovation as  
new ways of  
storytelling or using  
new techniques to  
tell stories





# Innovation Discussion

We aim to center people in our communications approach. People help drive the narrative in a personalized way.

What are some ways you work to innovate your communications?

What kinds of results have you experienced from your approach?

Why is this important for government communications?



# Planning

- This is needed for all storytelling
- Storyboards are the foundation of building video content

## MY VIDEO PLAN

Name: CRIF GRANT (2) REEL

Shot 1:  Narration: \_\_\_\_\_  
cast of 4 around tablet/ phone in Wa Na Wari

Shot 2:  Narration: \_\_\_\_\_  
walking down the alley/ cast of 4 or more

Shot 3:  Narration: \_\_\_\_\_  
shot of cast leaning on wall in Wa Na Wari

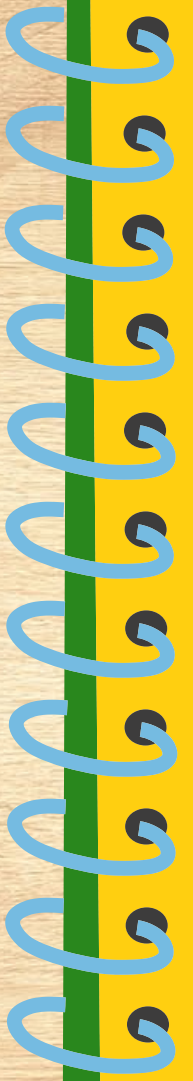
Shot 4:  Narration: \_\_\_\_\_  
laptop shot at WNW

Shot 5:  Narration: \_\_\_\_\_  
porch conversation WNW

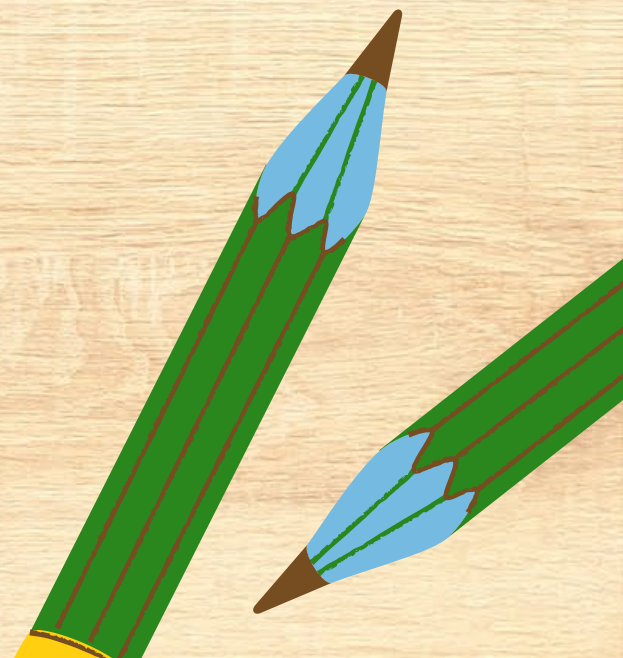
Shot 6:  Narration: \_\_\_\_\_  
infographic



# EXAMPLE



This is a video we created for digital equity that uses some innovative techniques to tell the story. Take note of some elements that stick out to you.

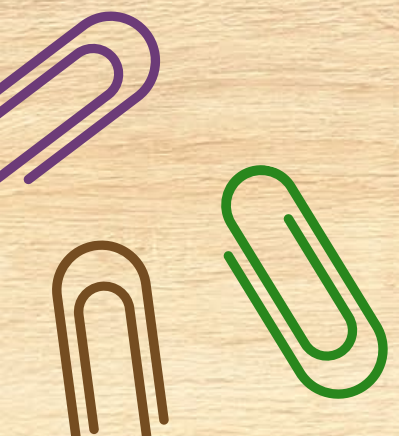
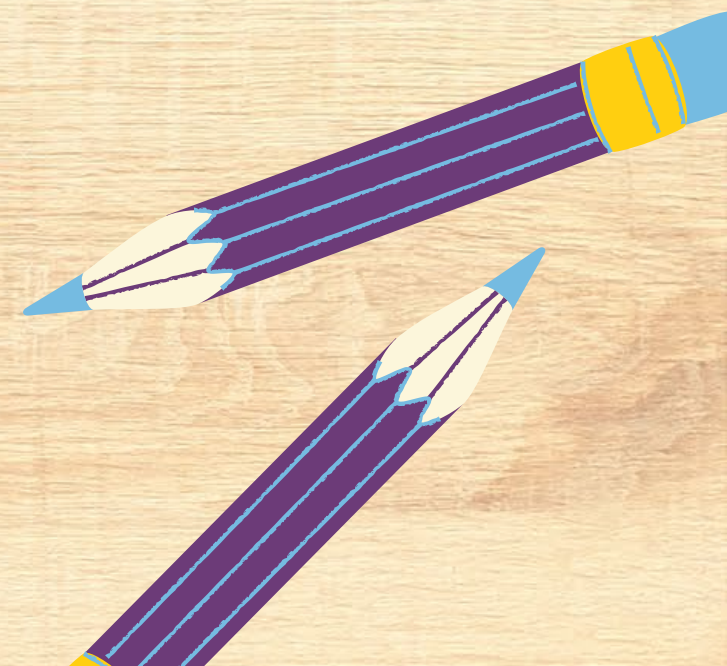
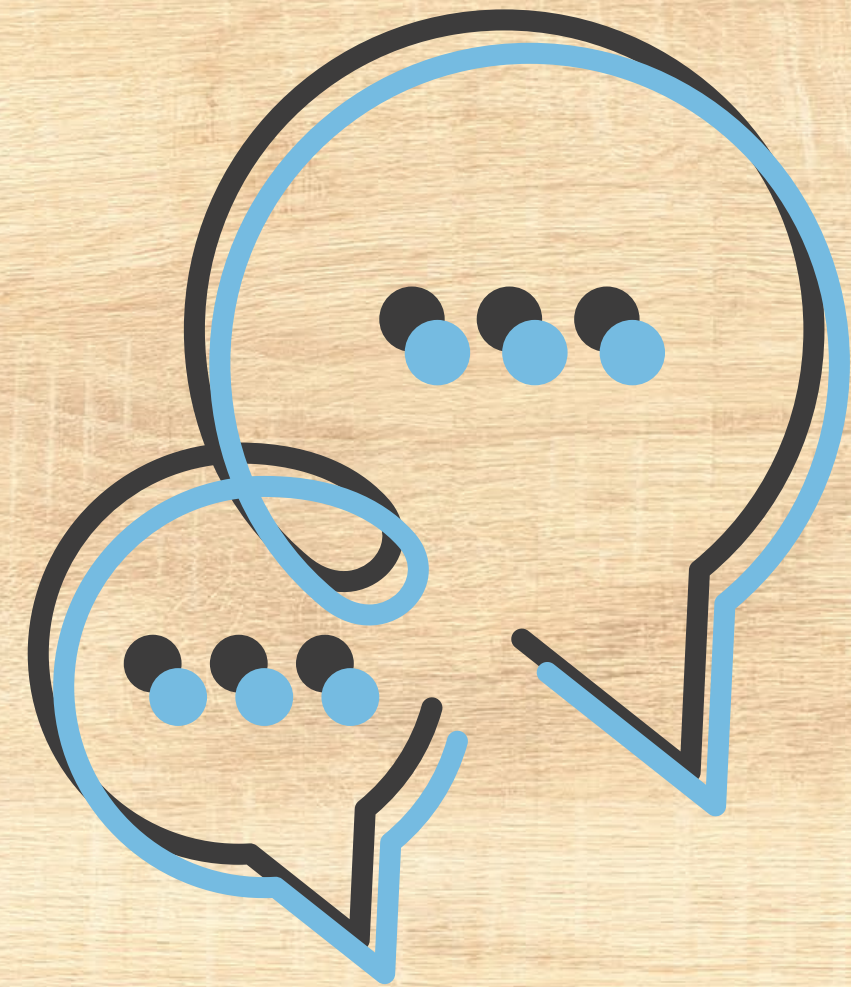




# Digital Equity Video Discussion

What stood out to you about this video?

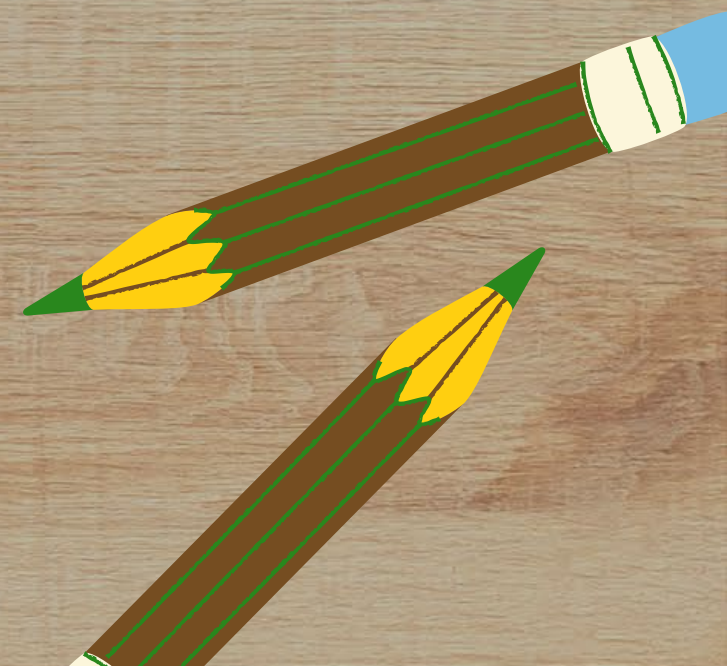
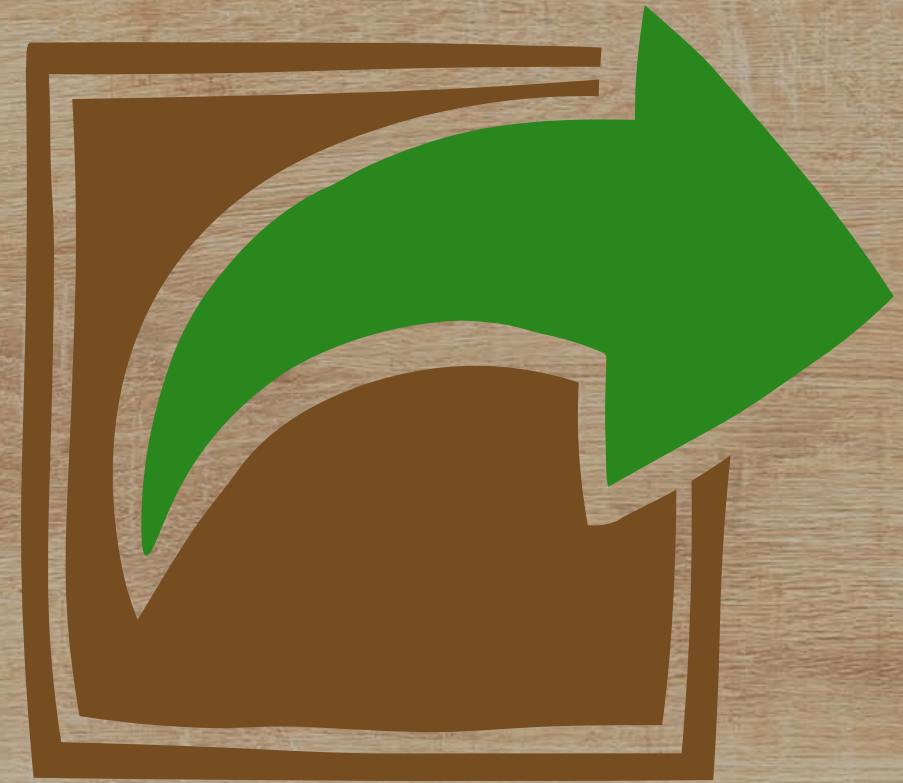
Pick some elements to share with the group.





# Share out

What, if anything, was innovative about the example?





# Key Areas to note

Cinematic  
opening

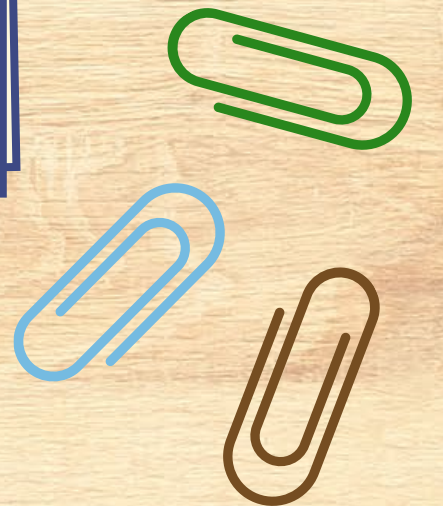
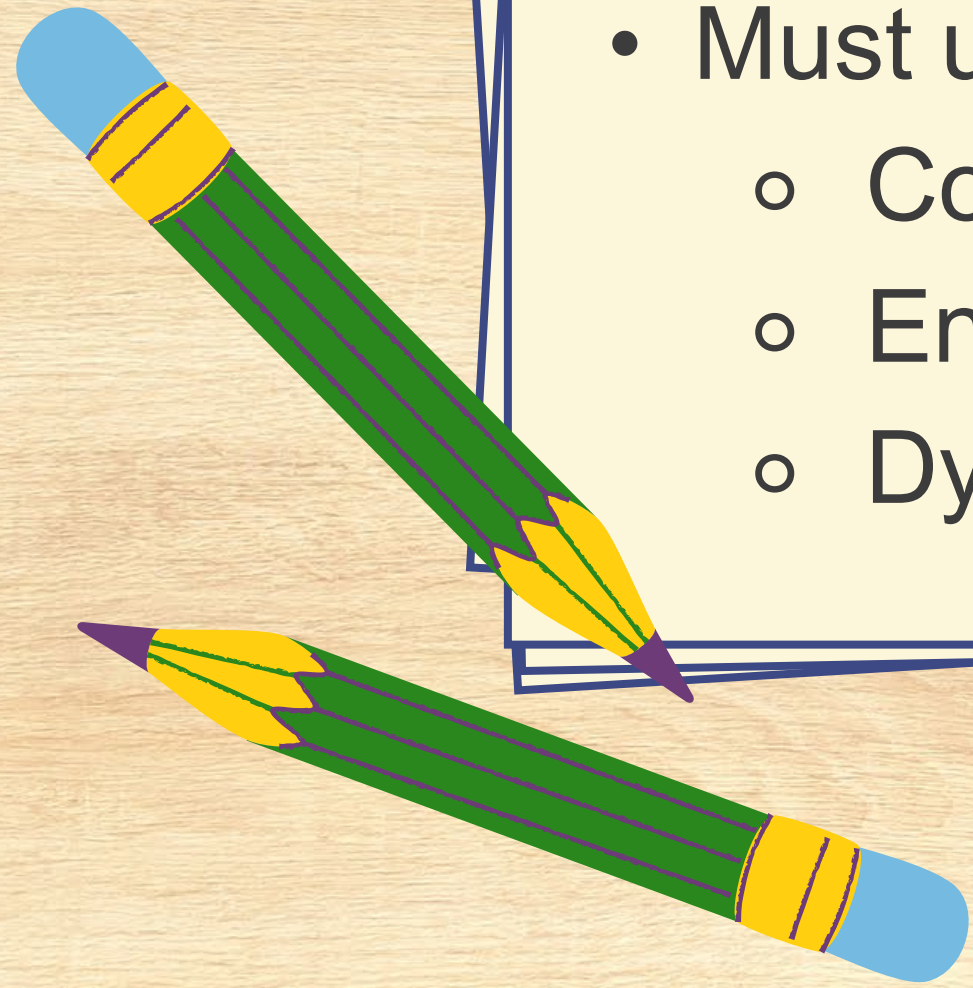
Personalized  
story

Range of  
perspectives  
and scenes




# Short Form Storytelling

- Captures the message quickly
- Needed for shorter attention spans
- Must use a combination of
  - Compelling copy
  - Engaging visuals
  - Dynamic voice

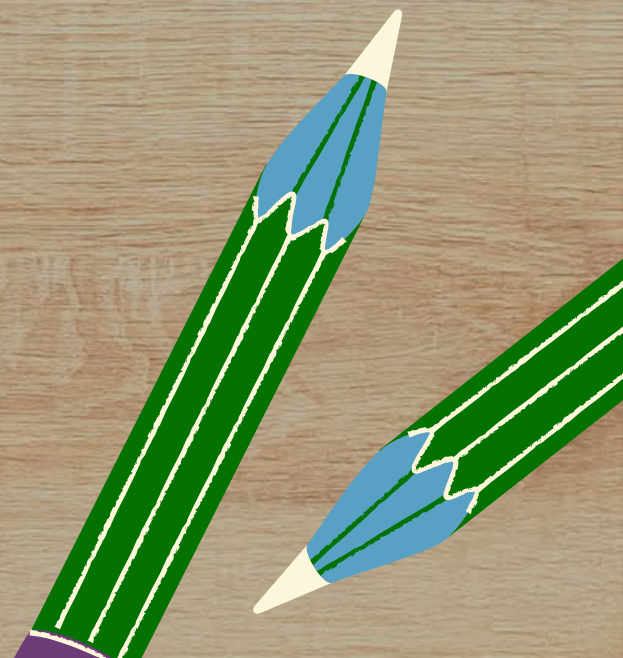




# Example



Here are two television  
commercials that  
showcase short form  
storytelling  
:60 & :30









# Digital Equity Commercial discussion

Why did these ads work?

What could have been done differently?

Remember key elements

- Copy
- Voice
- Visuals



# Social Media

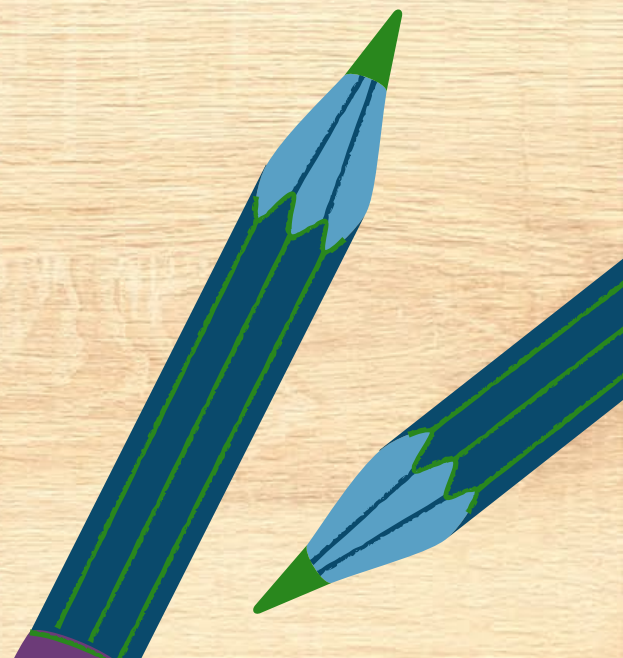
Uses the same format  
as short form  
Should be more tailored  
for your audience  
Take advantage of  
collaboration





# Example

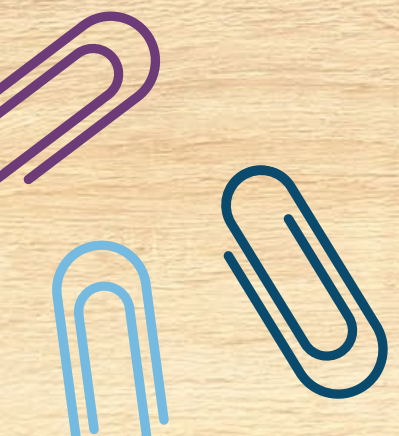
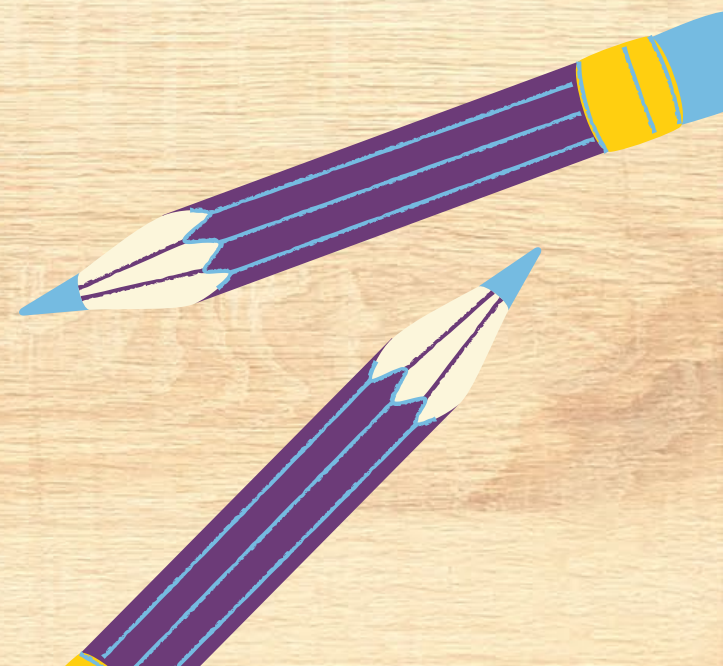
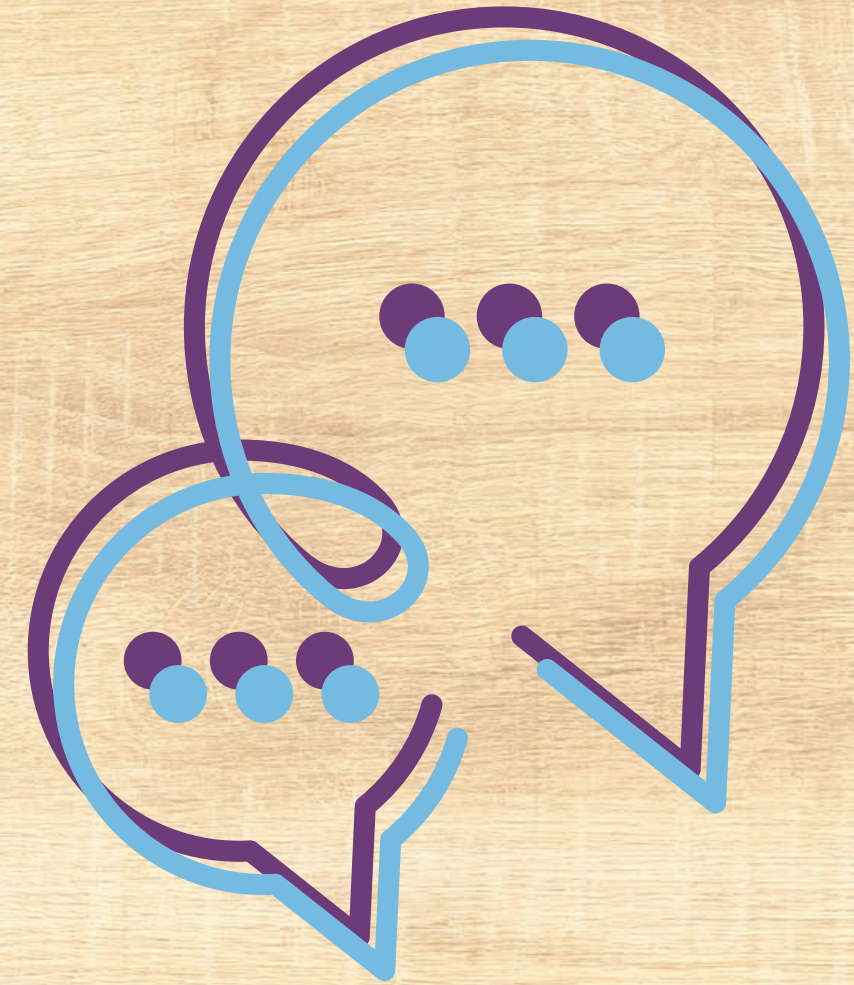
Here are some examples  
of social media  
collaborations we did for  
the Community  
Reinvestment Plan





# Social Media discussion

How did the  
examples resonate  
with you?

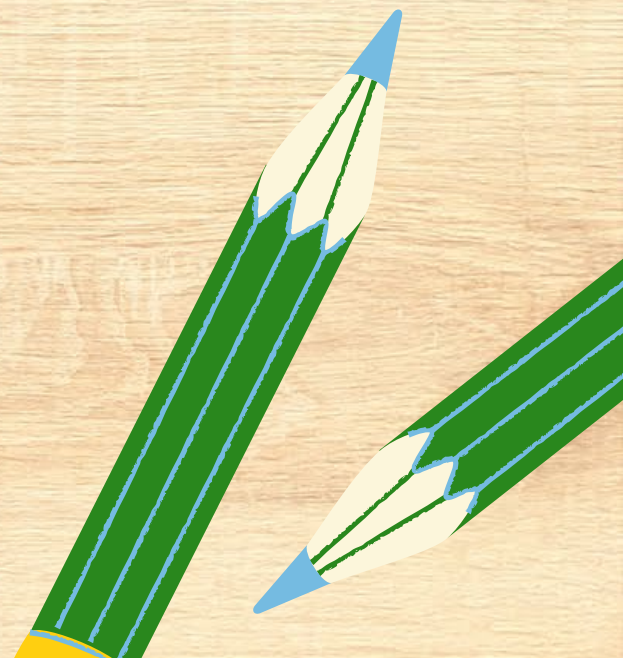




# On The Ground

Content can't just be in digital or print formats. We also need to be with community members to share work and learn from their stories.

You are here





# Community Engagement Discussion

How is community engagement a part of your communications strategy?

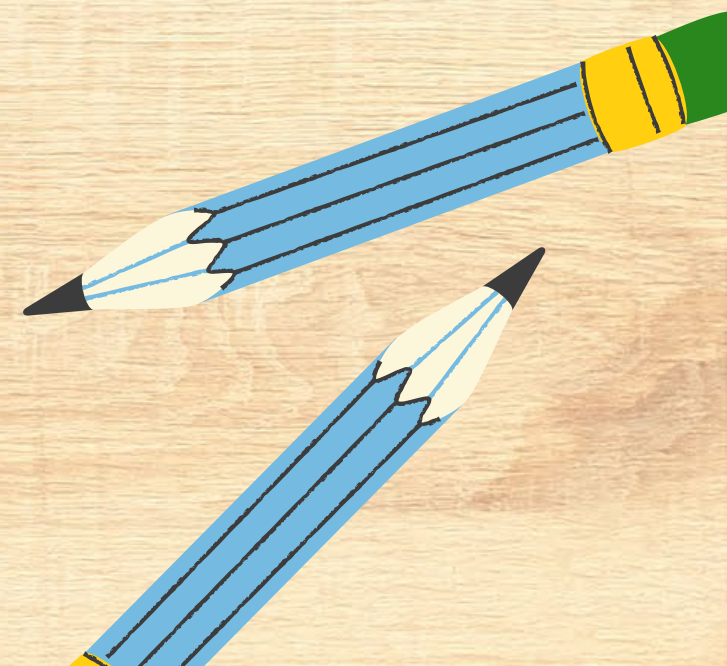
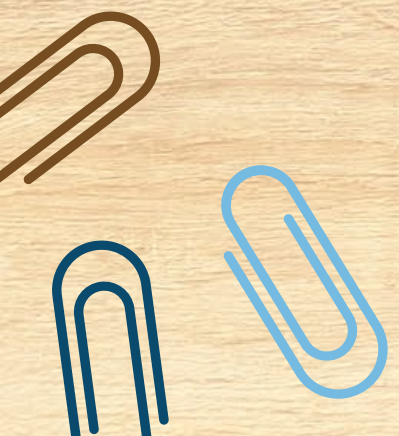
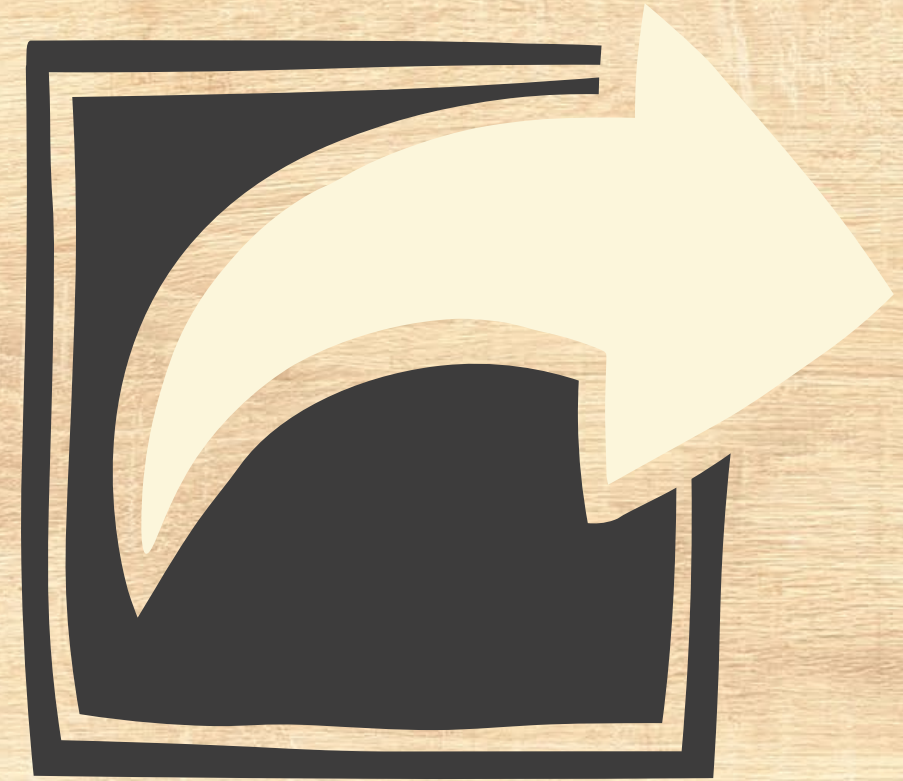
Include examples that:

- Have opened up your understanding of the communities you serve
- How you incorporated that into your communications approach
- Why this was important for your team

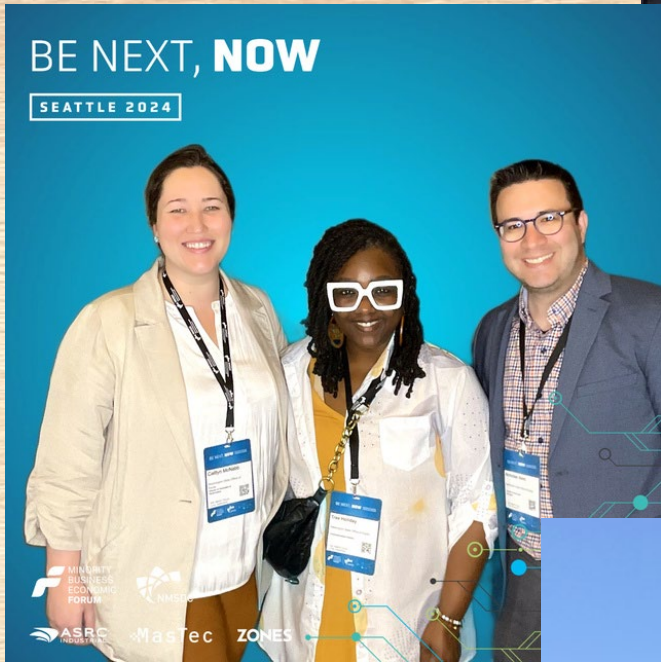


# Share out

What are some concrete examples you heard in your discussions?









# Workshop Recap

Plan properly for innovation in your communications & collaborate when you can to reach your intended audience

Copy  
Voice  
Visuals

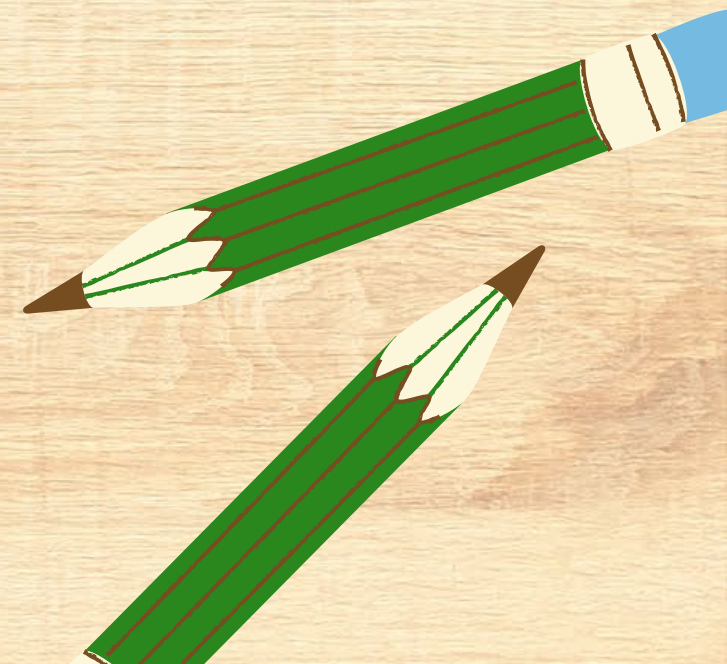
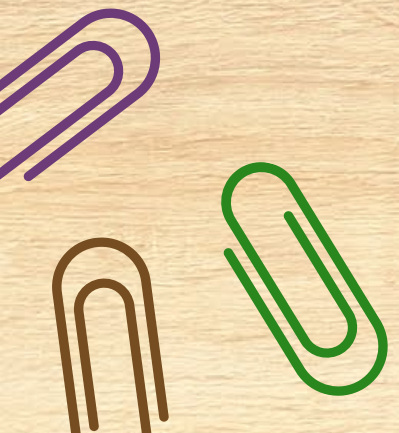
Personalize content whenever possible

Stay connected to communities by being present and making connections



# Questions

What can I answer  
for you?





# Thank you!

**Appreciate you all  
for sharing,  
connecting, and  
attending!**

