

Plan and design your high level campaign

How to optimise StoryTagger for cohort-based programmes

This guide assumes a basic knowledge of StoryTagger and how it supports programmes.



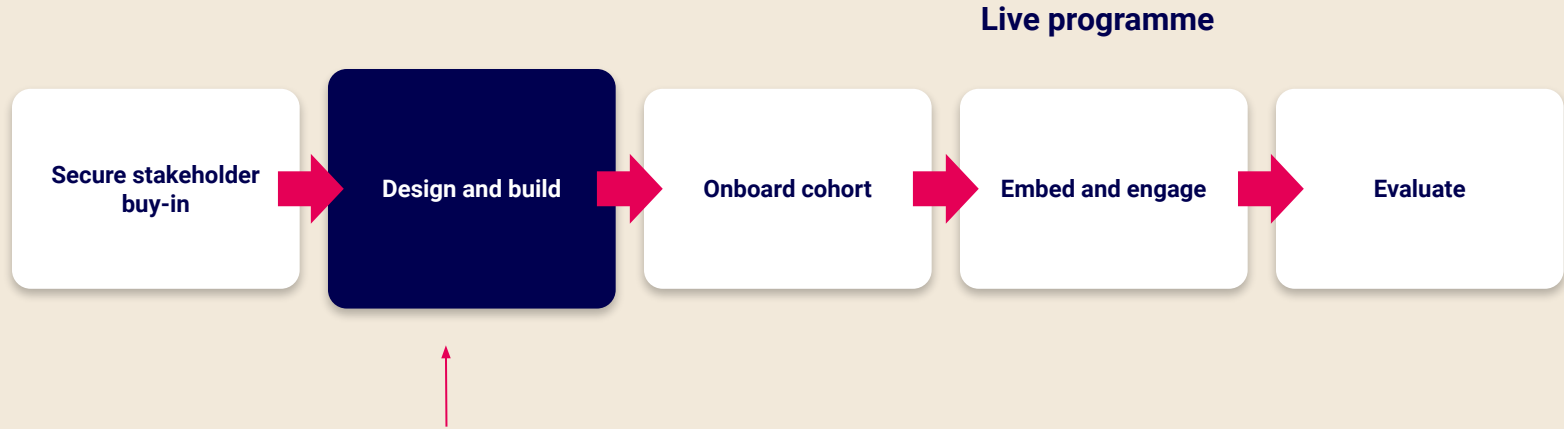
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Use this guide to shape your own thinking. Or, run a workshop with key stakeholders to create a campaign design brief.

When designing a campaign to support your cohort-based development programme consider the questions on the following pages.

Grouped in four themes, answering these questions will help you identify which video storytelling interactions are going to add the most value at which stages of the cohort journey.

Your StoryTagger workflow



The design stage is essential for mapping the story activities to your overall campaign goals.

#1 Programme goals and success measures

Questions to consider	Tips or notes
What are the main aims and goals of your programme?	Double down on these. This is your anchor for StoryTagger activities.
What is your objective for embedding StoryTagger in the programme?	Be clear! Examples include: <ul style="list-style-type: none">· Engagement· Improve collaborative learning· Learning transfer· Skills· Demonstrate impact
How will you measure success?	Methods include participant or performance data, learner, facilitator or line manager surveys, semantic analysis of insights shared and contribution to programme goals.

#2 Shape of the programme

Questions to consider	Tips or notes
What is the programme style and blend?	Face-to-face, virtual, blend. What tools or technologies are you using? Make sure it all works together in a cohesive way.
Timeline and length?	You'll be plotting StoryTagger activities against this and will need to allow for signposting and nudges.
When will onboarding materials or joining instructions go out?	Make sure StoryTagger instructions and value is included from the beginning.
What do you know about the cohort profile?	Size, demographic, one big cohort or sub groups. Do they know each other? What will help the cohort progress?
Is there a graduation, final celebration?	This is a trigger to capture a testimonial and impact story.

#3 Map video activities to goals or milestones

Questions to consider	Tips or notes
What specific story activities will support your goals?	Check out the Development Programme Playbook for examples of different activities.
And, at what point of the programme?	Establish what you're going to capture, when and why.
Where will StoryTagger have most impact?	Focus on where stories will add the most value. Don't overload learners.
What's your expectation of completion?	In most cases, we recommend making the StoryTagger activity mandatory and a core part of the learning. Embedding is essential.

#4 Embed in experience to optimise impact

Questions to consider	Tips or notes
How will you use stories in the live programme to progress learning?	See our Guide for Facilitators. Example: Watch stories and use them to drive debate in live session. Recognise cohort for sharing insights and give feedback.
For each activity, what specific messages, insights and stories are you looking to surface?	What's going to add value and drive learning?
How does StoryTagger activity align learning objectives and competencies?	This will help you communicate value with the cohort.
Can you reuse or repurpose the videos to multiply impact?	Make into a playlist for peers. Montage to share with sponsor. Use in promotion for next programme.

More tips to inform your high level design

Design tip: Breaking into sub cohorts

In StoryTagger, one campaign equals one shared space or closed community where people reflect and share on different talking points collectively. You're likely to have one campaign per cohort. If you have a very large overall cohort or sub groups working together on more sensitive topics split them into smaller StoryTagger campaigns.

Design Tip: Leaning in to tricky topics

Are there any specific modules that are hard to engage people or people struggle with? This might be a more challenging or complex topic where having more real experiences, perspectives and examples will help. This is another great use of StoryTagger.

Design Tip: Deadlines for momentum

When you set story tasks as part of a module think about how they create momentum and build in to the next activity. For example, pre-work before a live session or if using for intermodular activity set a deadline before a key milestone, coach call or similar.

Design Tip: Increase accountability

You don't have to set everyone every activity. You can also allocate activities to different people or ask for volunteers. This approach works well if you'd like more frequent reflections or teach backs. Everyone benefits and gets the practice, experience and responsibility of sharing or teaching back without the intensity.

Next steps

Run through each topic or interaction and agree what you need to capture people to talk about or reflect on.

Use the Story Topic Design Template to create the campaign structure, topics and prompts to build in StoryTagger.

Questions?

The StoryTagger team is here to help

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