

Visual Storytelling

What is it? Visual storytelling is the process of telling a story through visual media – graphics, images, pictures and videos. It's where video and audio cross over with narrative and, when it's done well, it's extremely powerful, memorable and emotive.

Why Should I care? People retain 95% of a message when they watch it in a video compared to 10% when reading it in text. Video can have an immediate, emotional, persuasive impact that gets people feeling and acting, which is why it's so effective in raising awareness, campaigning and fundraising.



User-generated Video



Citizen Journalism



Protest Art

So what?

How can you put the story in the hands of your supporters and beneficiaries, to tell a diversity of narrative and offer a different perspective on your cause and mission?

Build understanding of your current and future audiences to better connect with them.

Move out of your comfort zone to engage with people where they already are, listening and learning.