



**BALL STATE  
UNIVERSITY**  
Alumni Association

# DIGITAL STORYTELLING

## QUICK TIPS AND TRICKS

The Ball State University Alumni Association wants to share the stories and perspectives of volunteers participating in the **Day of Beneficence: A Ball State Alumni Day of Service** on **April 18, 2020**.

On this designated day, Ball State alumni and friends will support causes they care about through personal community service projects. We need your help in capturing and sharing that content!

### Photo and Video

Believe it or not, you probably have a professional quality camera in your pocket. The smartphone you use every day is capable of capturing newsworthy photos and videos. Keep these four things in mind when taking photos or recording video to immensely improve the quality of your content:

1. Hold your phone steady and horizontally with two hands (avoid moving when taking photos).
2. Don't be afraid to use your flash if you're in a dimly lit environment.
3. Make sure your fingers do not obstruct your phone's camera lens.
4. Avoid using your phone's zoom function; this pixelates images. Try moving closer to your subject instead.

Visit [apple.com/iphone/photography-how-to](https://apple.com/iphone/photography-how-to) for in-depth tutorials. Don't worry non-Apple users, many of these tips apply to your phone as well!

### Photographic Style

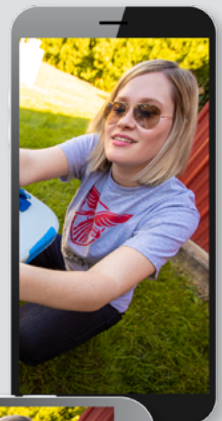
Try to capture action! We want to see Cardinals working and interacting with each other and their environment. Group photos are also always welcome, just ensure that no one is cropped out. Try to avoid still-life photos of random objects or photos at odd angles.

By holding your phone **vertically**, your framing decreases in size.

**Never record video vertically.**

By holding your phone **horizontally**, your framing increases exponentially.

**Always hold your phone horizontally when recording video.**



## Interviewing Volunteers and Community Partners

Some tips for telling a story:

1. **The best interviews are prepared interviews.**
2. **Start with an icebreaker.** Ask the interviewee for their name and year of graduation if they're a Cardinal, or if you're interviewing a community partner, touch on the background and goals of their organization.
3. The ultimate goal is to find out **why** the interviewee decided to volunteer and **how** they impacted your local community.
4. When using your phone to record audio and video of the interviewee, ensure that your phone is **close enough to pick up their audio**.
5. After completing your interview, replay the interviewee's responses. If you notice responses that end abruptly, or you are unhappy with the quality, **try another take!**

The Ball State University Alumni Association has found that the best time to interview volunteers is at the close of service projects. Volunteers tend to be invigorated by their experiences and are excited to talk about their experiences from the day.

### Interview Questions

Use these three questions to start creating a draft interview script.

- 1 Why was your service project important to your local community and why do you feel participating in community service is an important part of being a Cardinal?
- 2 How did your service partnership(s) make a positive impact?
- 3 What did service project volunteers enjoy about their experience?

## Social Media

The Ball State University Alumni Association wants to see your content! Share your photos, videos, and interviews by using the hashtag **#DayofBeneficence**. Using this hashtag will make your posts easily searchable for BSUAA and other Cardinals.

Post your content to all of your social media platforms! And, if possible, tag your affiliated alumni club, organization, volunteers, and of course, us!

For your use, here are the Ball State University Alumni Association's official social media accounts:

-  [@ballstatealumni](https://www.facebook.com/ballstatealumni)
-  [@bsufoundation](https://www.instagram.com/bsufoundation)
-  [@BallStateAlumni](https://twitter.com/BallStateAlumni)



## BALL STATE DAY OF SERVICE

April 18, 2020 • #DayofBeneficence

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