



Digital Storytelling for Vermont Nonprofits

a Vermont Community Foundation Workshop
with

Barbara Ganley of Community Expressions, LLC
&

Special Guest Meg Campbell of The Preservation Trust of Vermont

March 25, 2015



Shelburne Farms

Yesterday at 11:57am · 🌐

Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.



Like · Comment · Share · 🍷 1,060 💬 21 ➦ 42

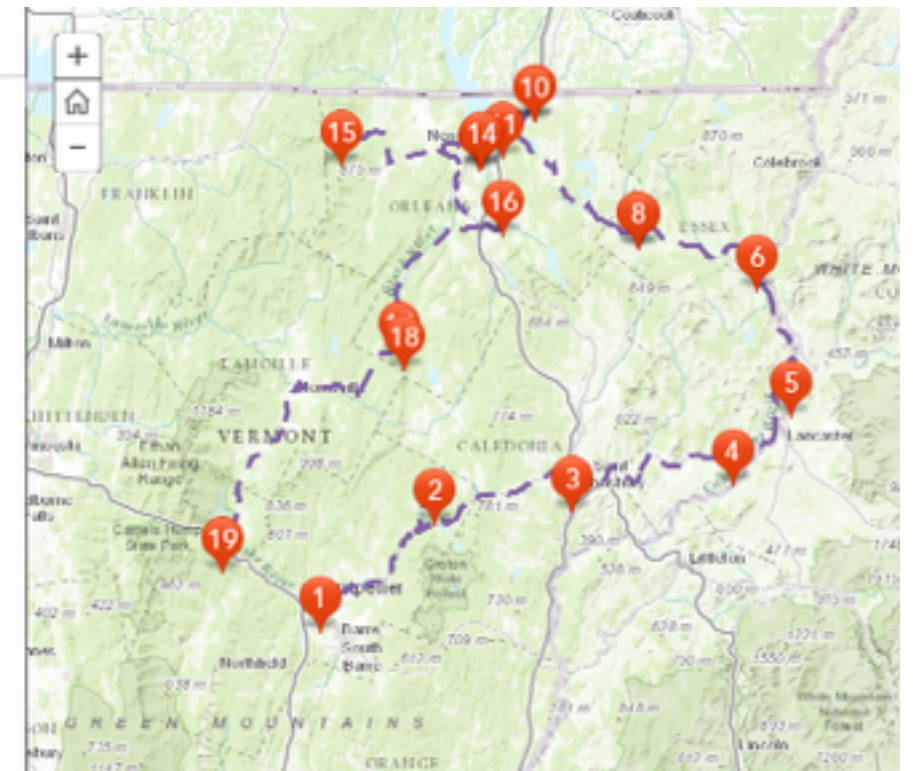
Preservation Trust of Vermont · www.ptverm... 📺 🐦

Board on a Bus Trip 2015

Every year in February -- yes, February -- the Preservation Trust of Vermont Board, staff and special guests climb aboard a comfy tour bus and go out into the field to learn about the range of projects and issues that define our work in Vermont.

This year, we toured Vermont's Northeast Kingdom. We walked through abandoned places to fully restored buildings, and much in between. We heard from students, teachers, contractors, volunteers, entrepreneurs, citizens, elected officials, and more. We witnessed our communities hard at work. And perhaps most importantly, we experienced first-hand the transformative power of preservation in Vermont.

Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



The World of Nonprofit Digital Storytelling



Hunger Free Vermont

Our mission is to end the injustice of hunger and malnutrition for all Vermonters.



Happy New Year from Circus Smirkus

from **Circus Smirkus** 1 week ago [ALL AUDIENCES]

See you down the road with all the blessings the new year brings. The entire Smirkus gang wishes you peace & joy in 2015. (12/2014 Circus Smirkus World HQ Circus Barn via Circus Road in beautiful Greensboro, Vermont.)

Hunger is a Twelve-Month Problem



Post by Marissa Parisi, Executive Director, Hunger Free Vermont

A few winters ago I was driving down Route 7 in January on one of Vermont's brutally cold days. At the corner of Marsette Road in Shelburne, I saw a woman hitchhiking and bundled in many layers. I felt compelled to give this woman a ride and get her out of the cold. I

Integrated Communications Strategy

Traditional Networking

Events

Social Media

Website

Email

Newsletter

Annual Reports



Strategic Story Flow

Mission

Project/Campaign Objectives

Evaluation

Audience



Who:
Why:
Where:
How:

Outcome

Story/Message

Channels(s)

Media



Agenda

Hour One

Laying the Groundwork: Good Stories, Great Stories
Telling Stories, Listening
Diving Right In

Hour Two

Digital Storytelling -- Not the Same Old Story
The Visual in Digital:
Transforming your Newsletters, Annual Reports and Emails
Trying Out Visual Stories

Ten-Minute Break

Hour Three

Social Media and Storytelling:
The Case for Blogging & Facebook
A Look at Twitter & Instagram

Hour Four

Becoming A Storytelling Organization:
First Steps to a Storytelling Strategy
Story Culture within Your Org
Building a Story Bank
What Next



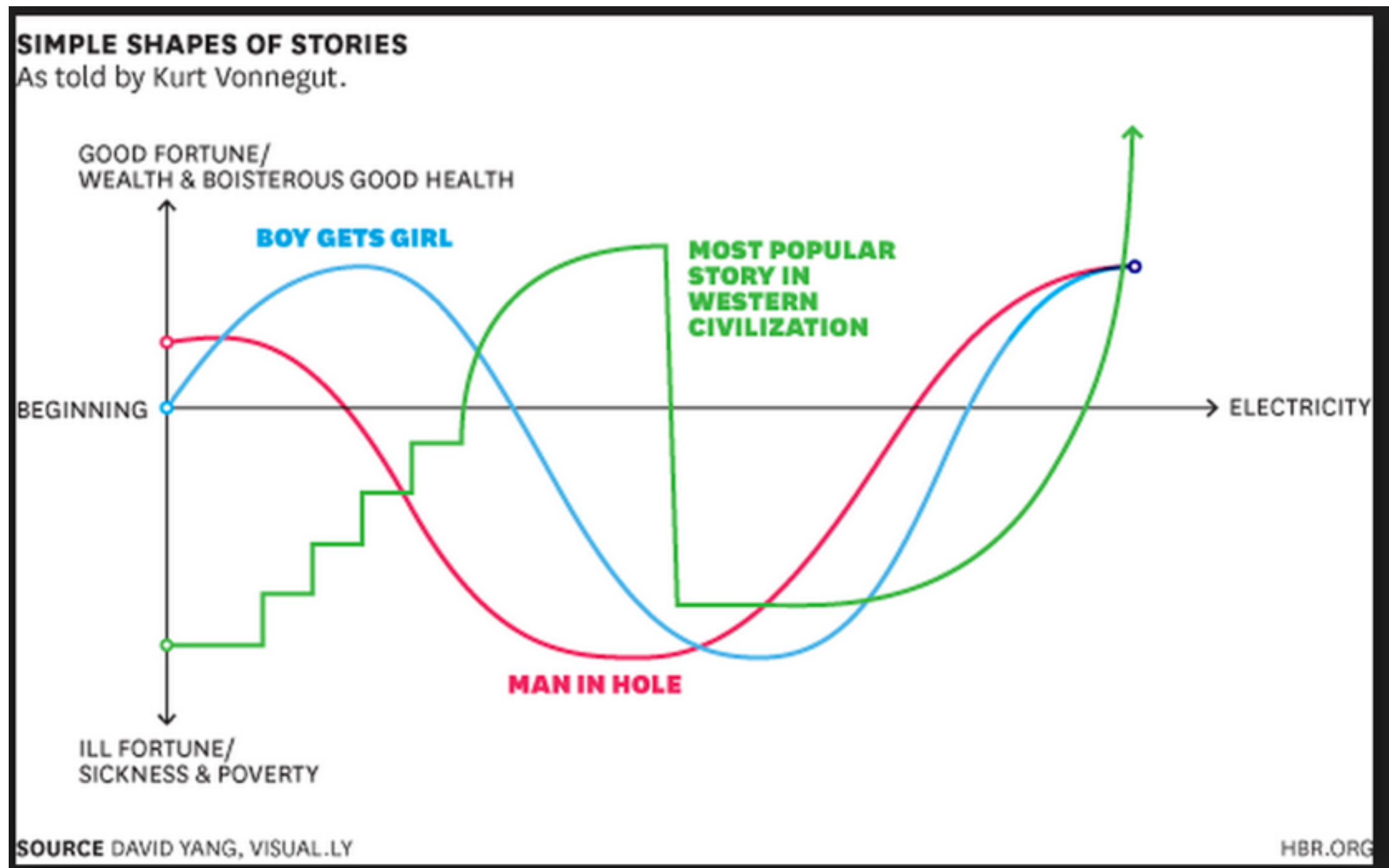
In groups of three,
tell the story
of something
with you
today





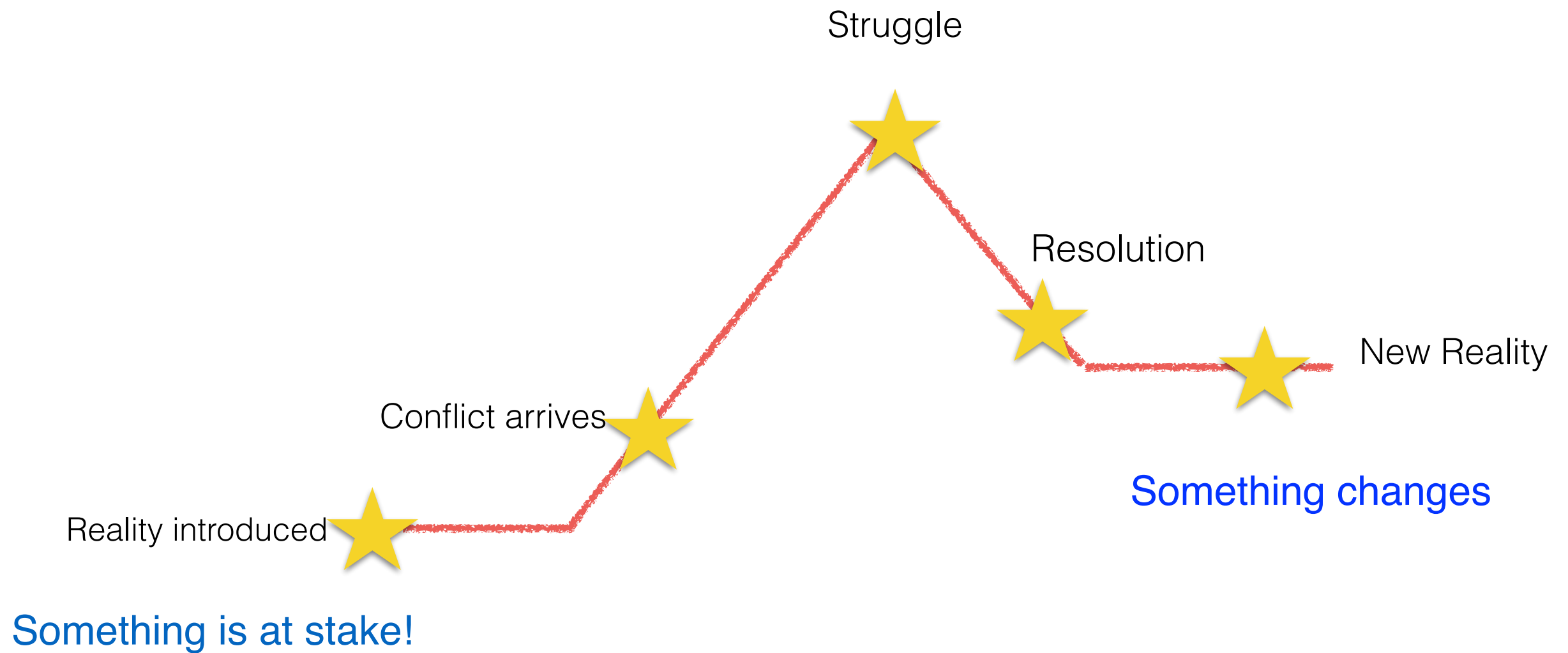
In a nutshell (one minute)
share with your group
a memorable instance
of your org's
experience with
digital storytelling

Kurt Vonnegut on Story Shapes



<http://bit.ly/1IjVf9k>

What we talk about when we talk about story



We are the storytelling species





“It takes two to story.”

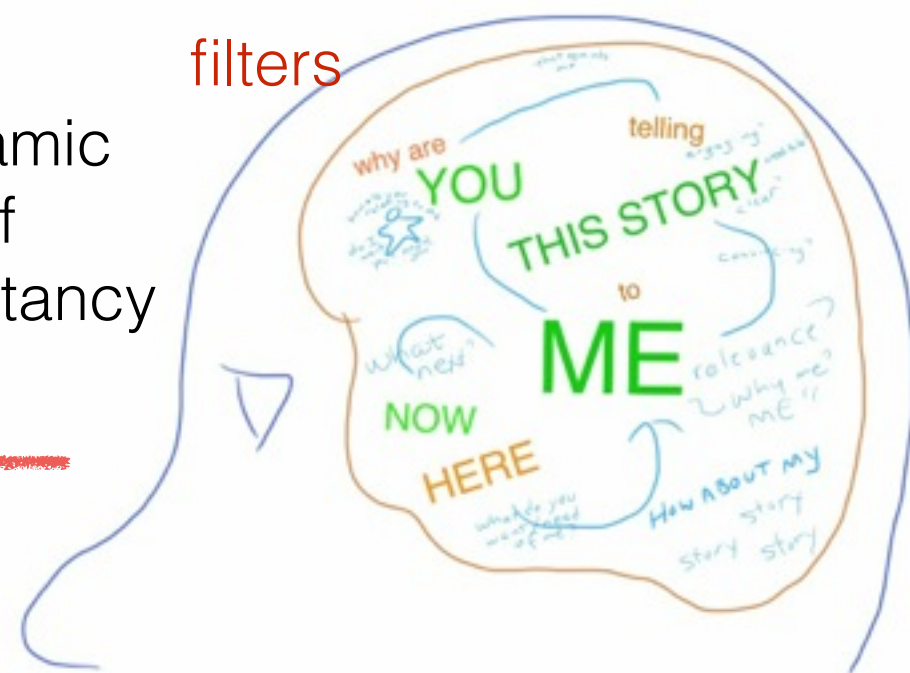
—Richard Kearney

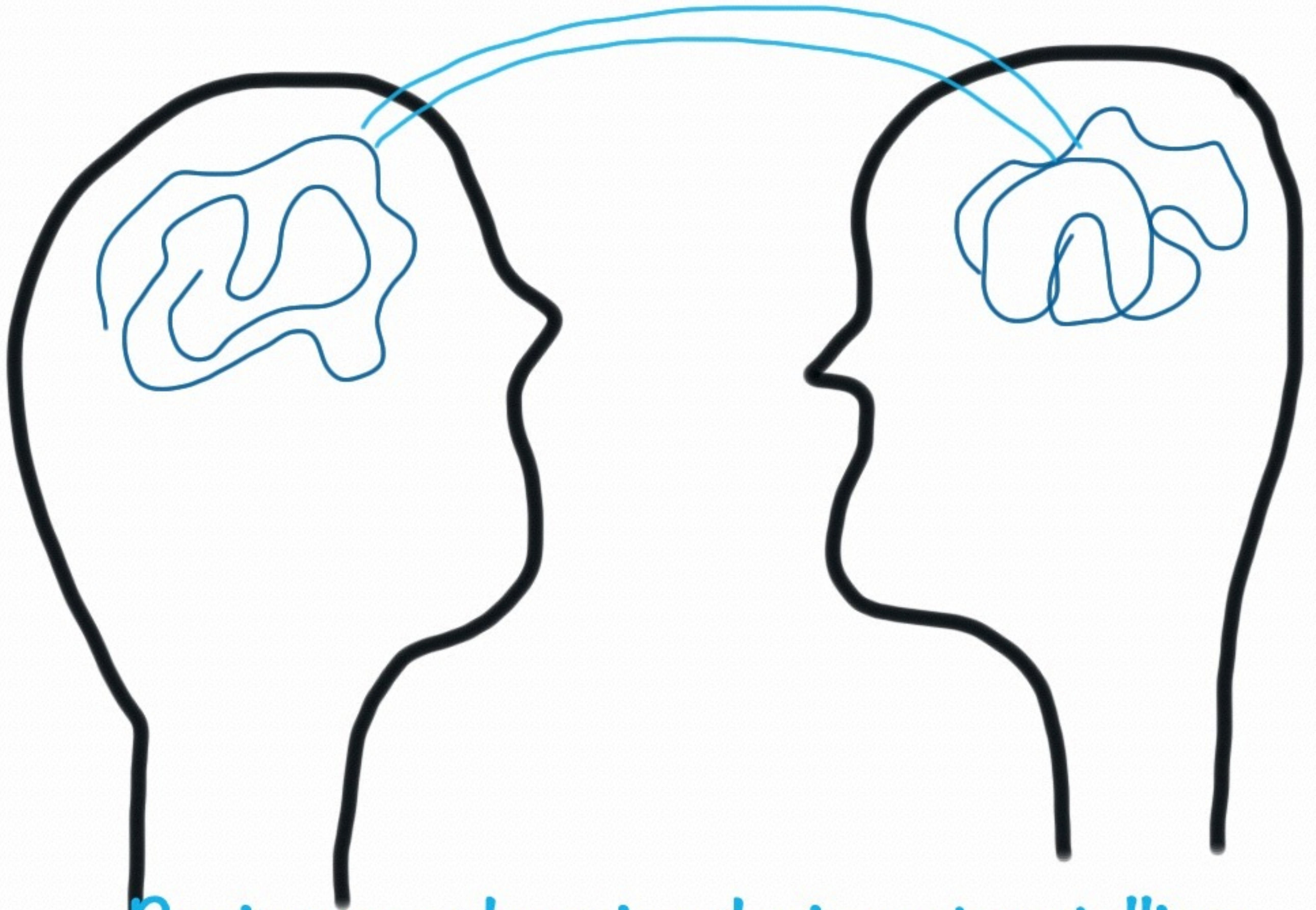
Listening is not neutral

filters

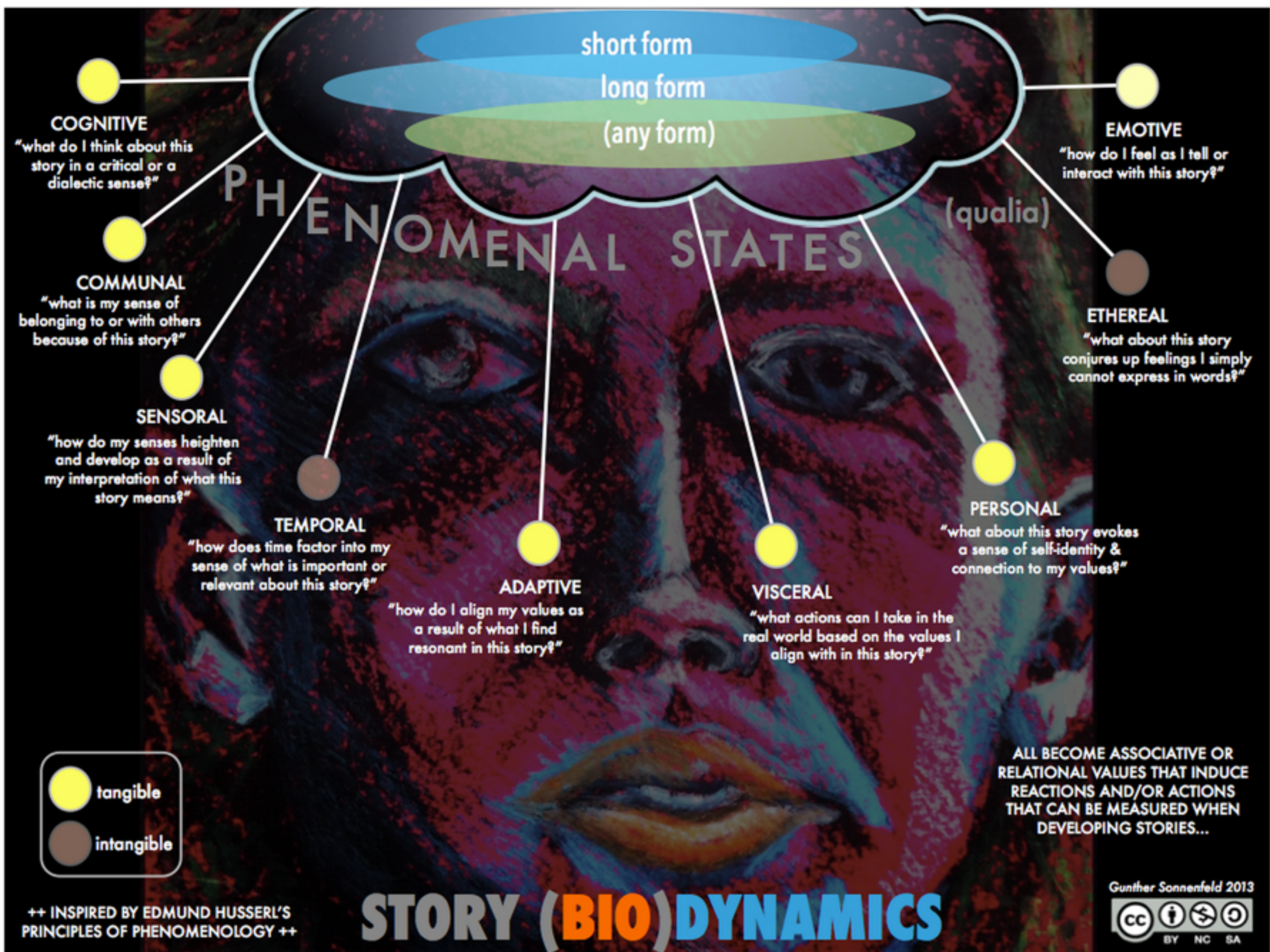
dynamic
of
expectancy

frames





Brains synchronize during storytelling



Compelling & Motivating Nonprofit Stories

Emotional Resonance

Human Connection

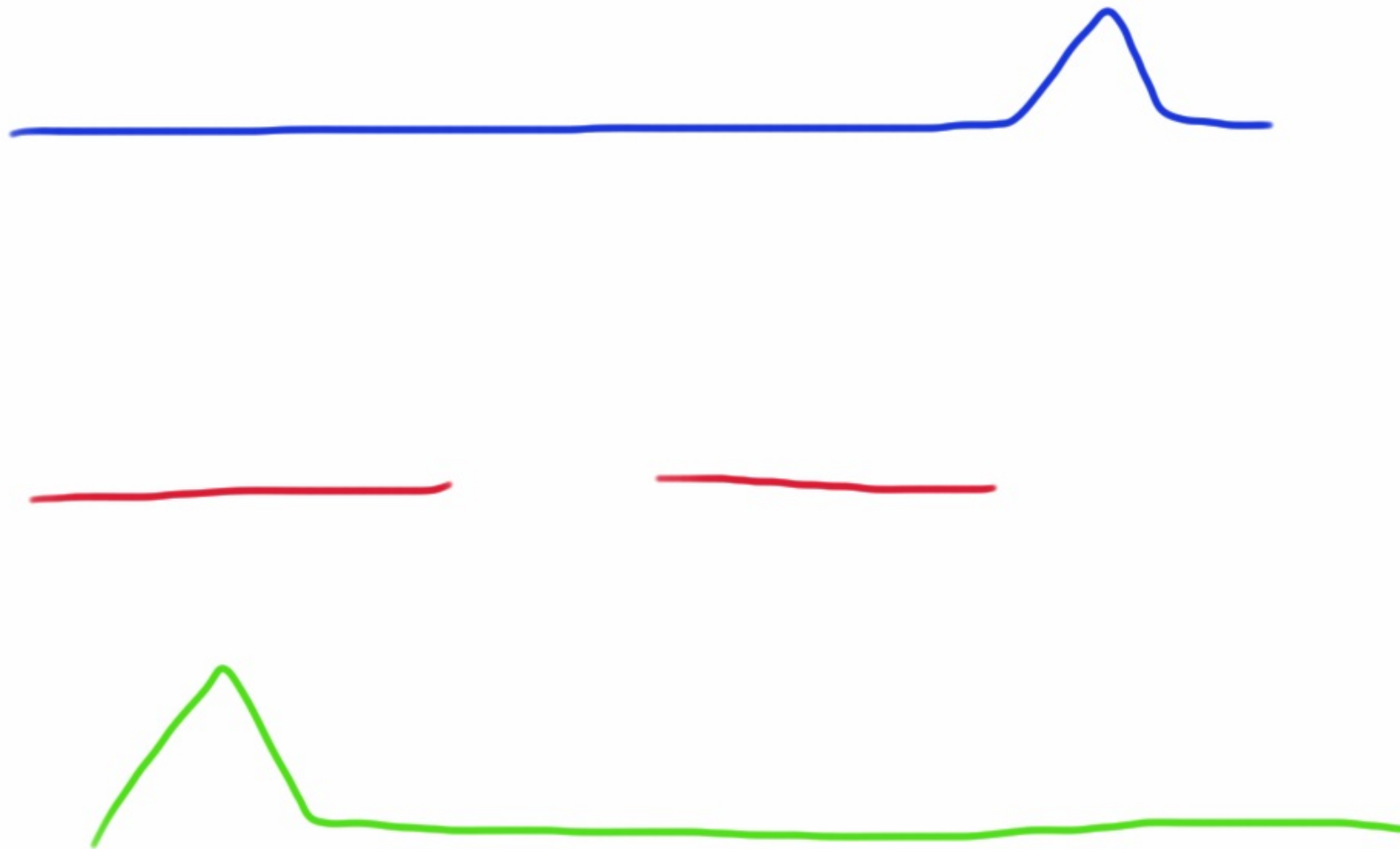
Strategic Purpose

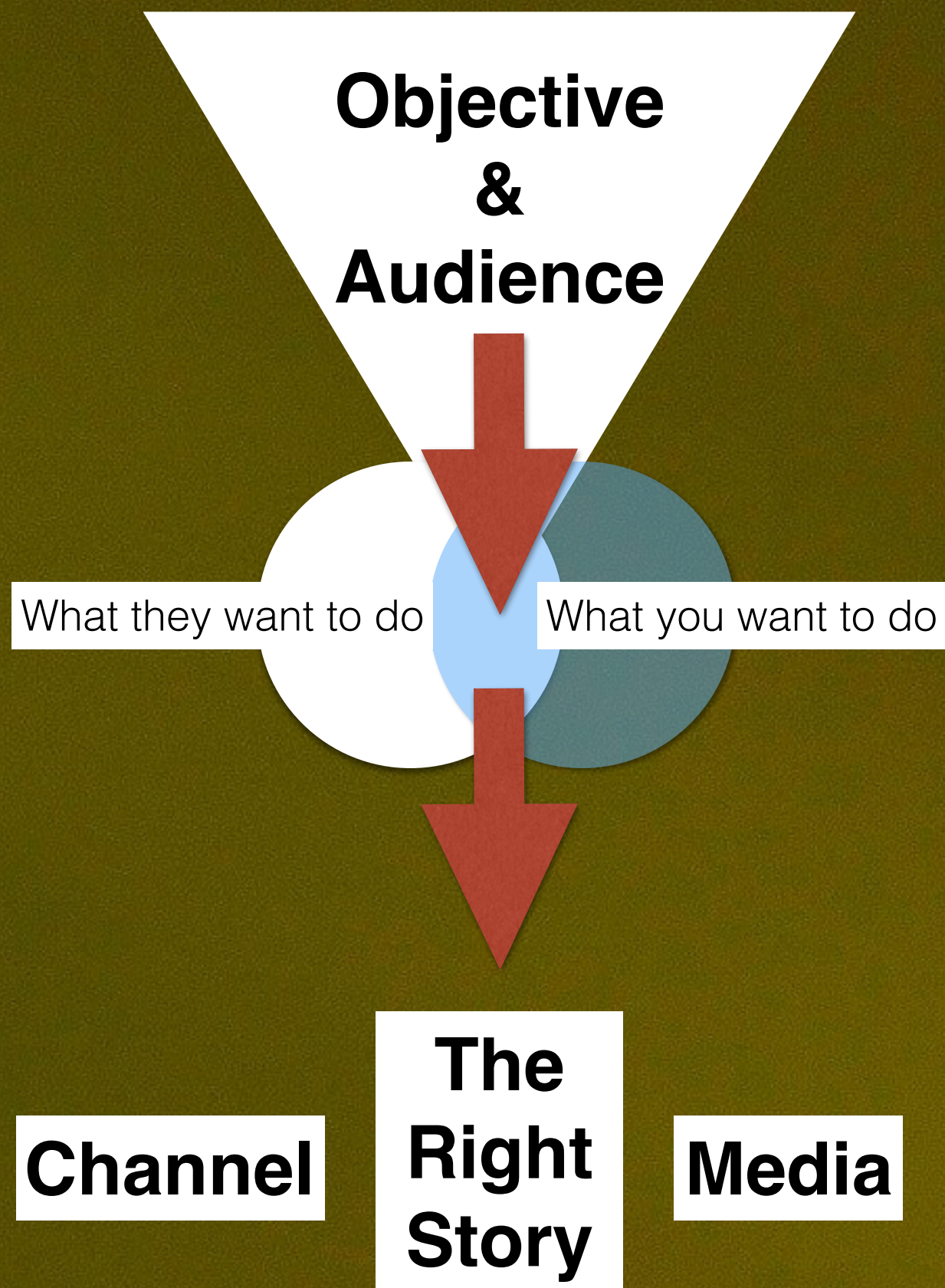
People as Active Agents of Change

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Common Mistakes





Strategic Story Flow

Mission

Project/Campaign Objectives

Evaluation

Audience



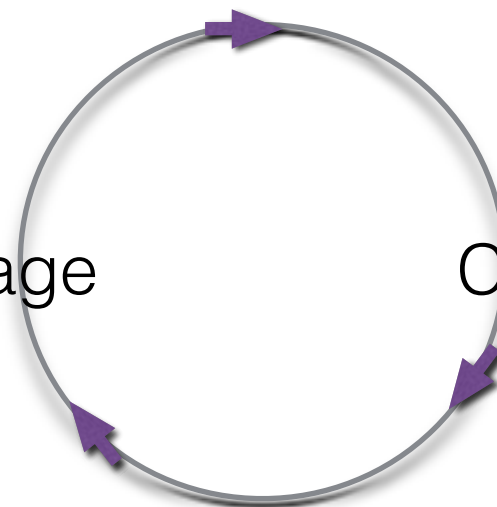
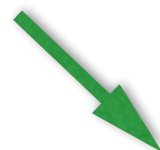
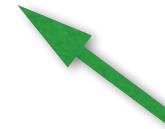
Who:
Why:
Where:
How:

Outcome

Story/Message

Channels(s)

Media



Programs

Working Together for Vital Communities

Local
Economy

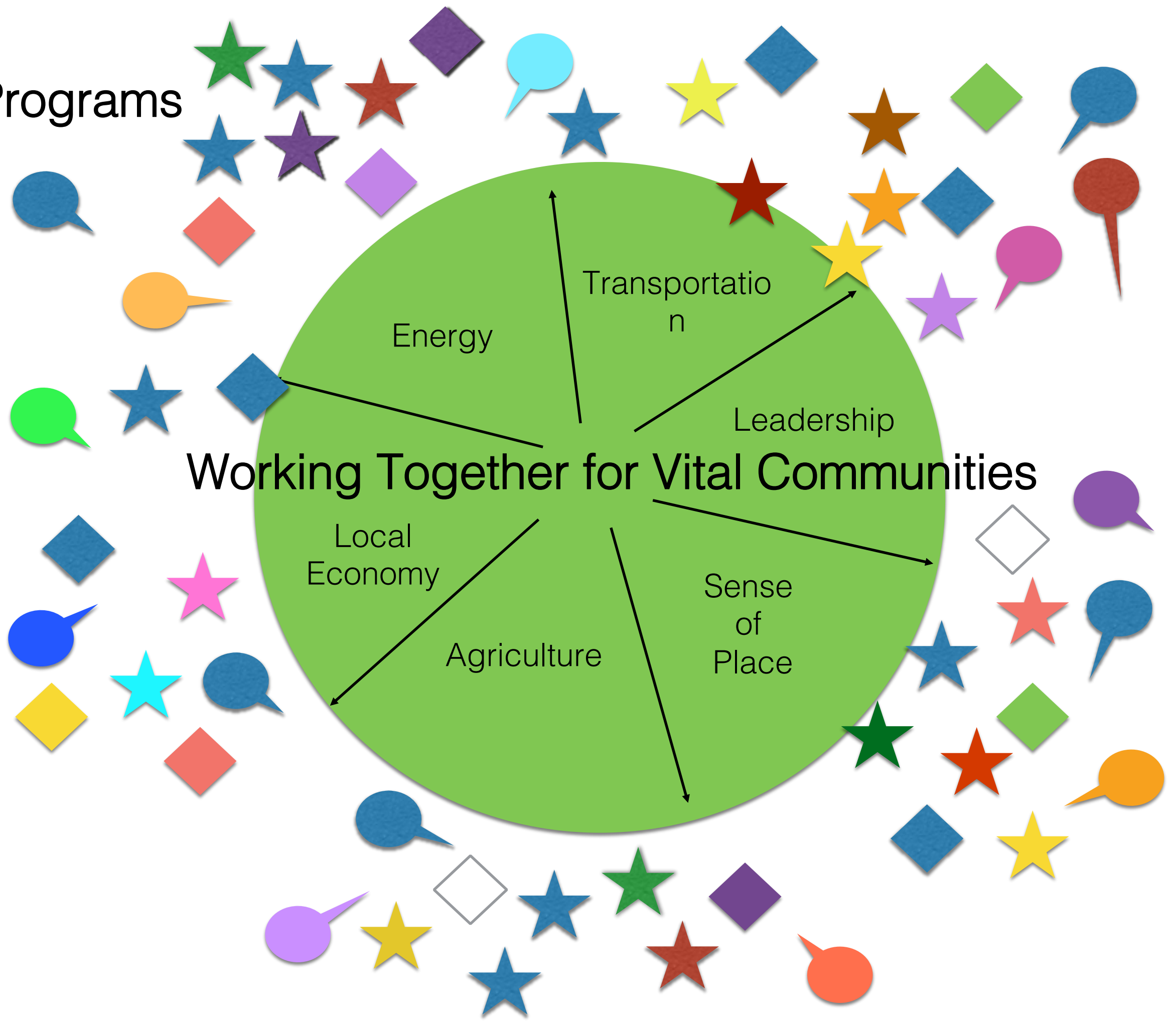
Agriculture

Sense
of
Place

Leadership

Transportatio
n

Energy



Pillars

Working Together for Vital Communities

Build Networks

Cross Borders

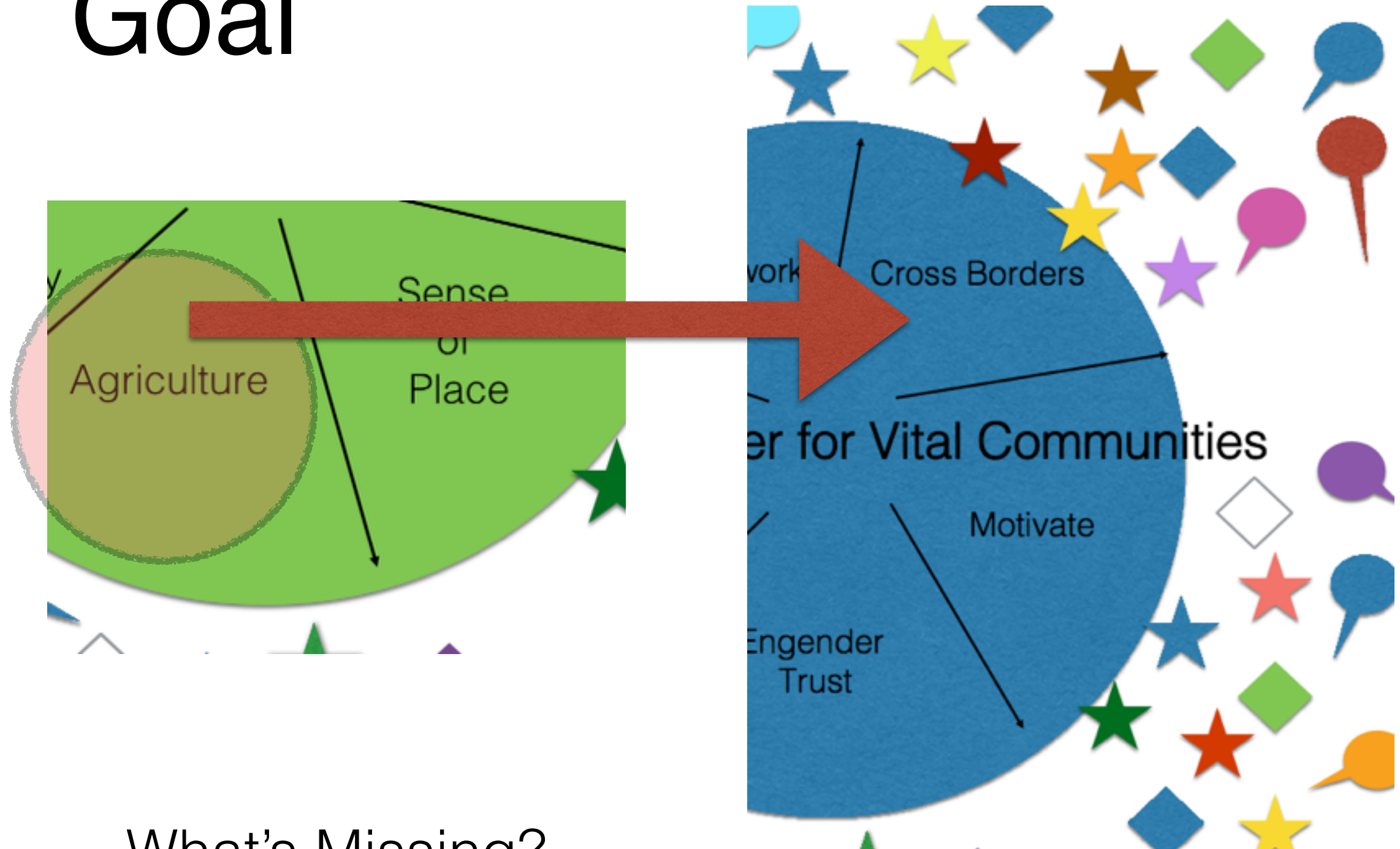
Community
Focused

Motivate

Engender
Trust



Goal



What's Missing?

Persona Exercise



Images via the Noun Project by
Meaghan Hendricks,
Mattis Gutsche & Jens Tärning

1. List your primary goal & campaign objectives
2. List top three audience groups you wish to reach
3. Create names for two actual people
4. List key characteristics, passions, interests of #3.
5. Where do they get their information? Connect?
6. What do you want them to do? Why should they pay attention?
7. What stories do you have that will help you meet those objectives?
8. Should the stories be long or short? Written or spoken? Online or not?



Ethical Story Gathering

Who will we ask?

What will we do with the stories?

Strategic Story Flow

Mission

Project/Campaign Objectives

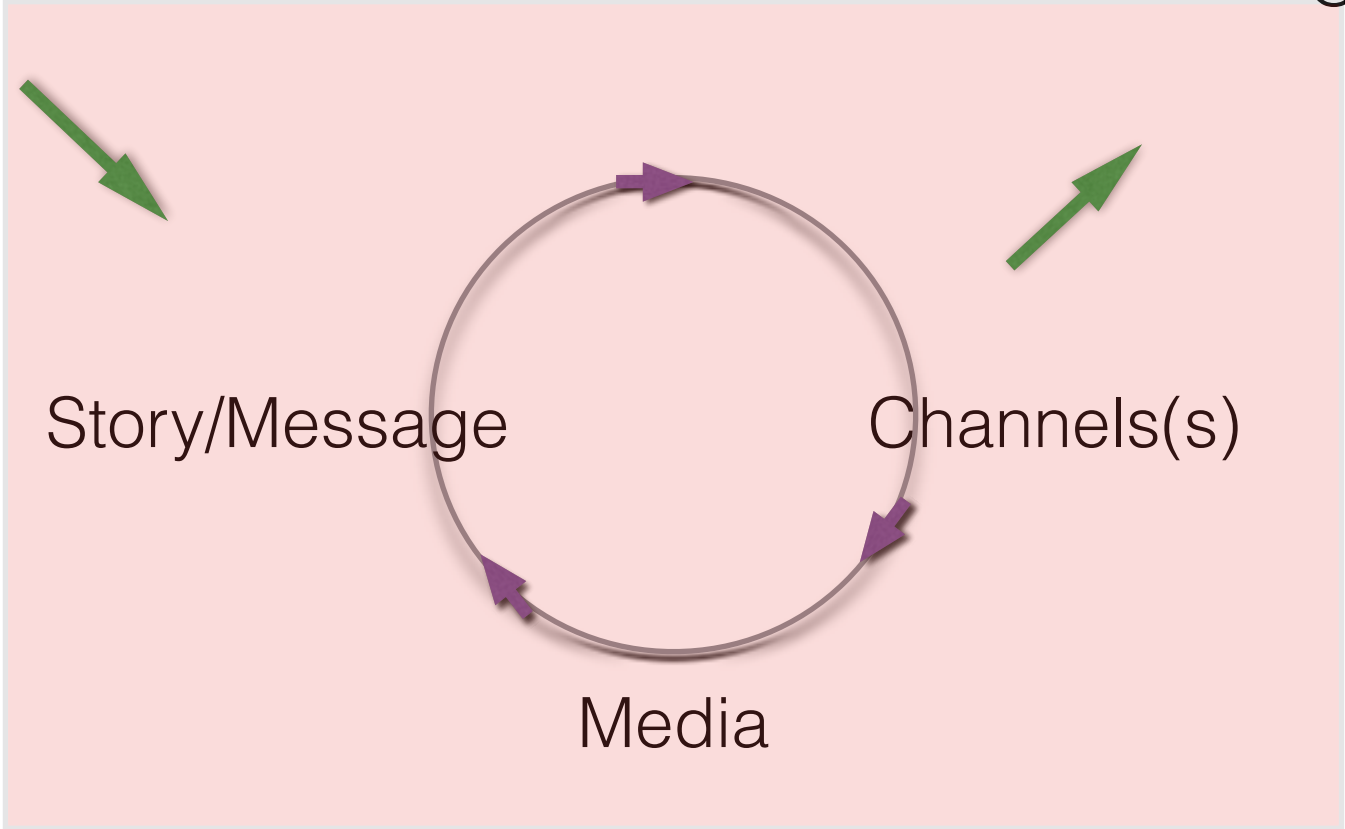
Evaluation


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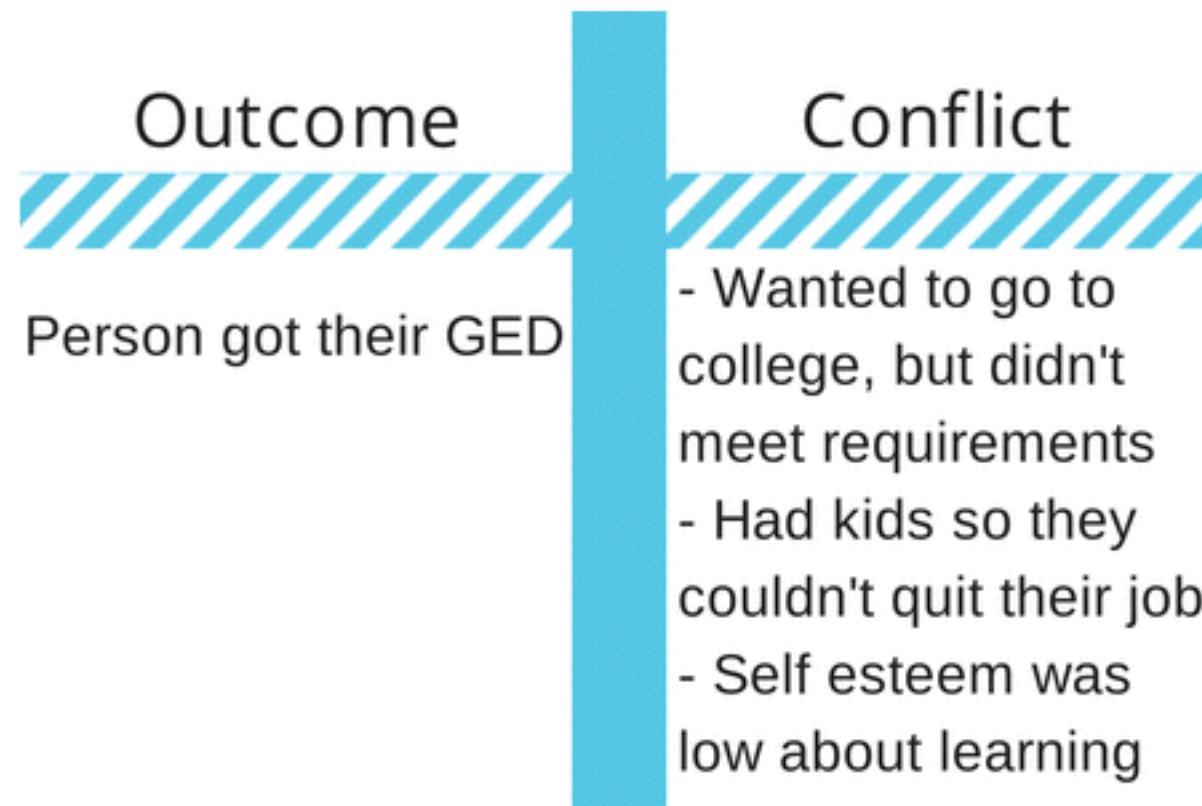


In groups of three,
tell a story
about your org
that follows one
of Vonnegut's
arcs

Keep in mind
what a good
nonprofit
story does

Finding Stories

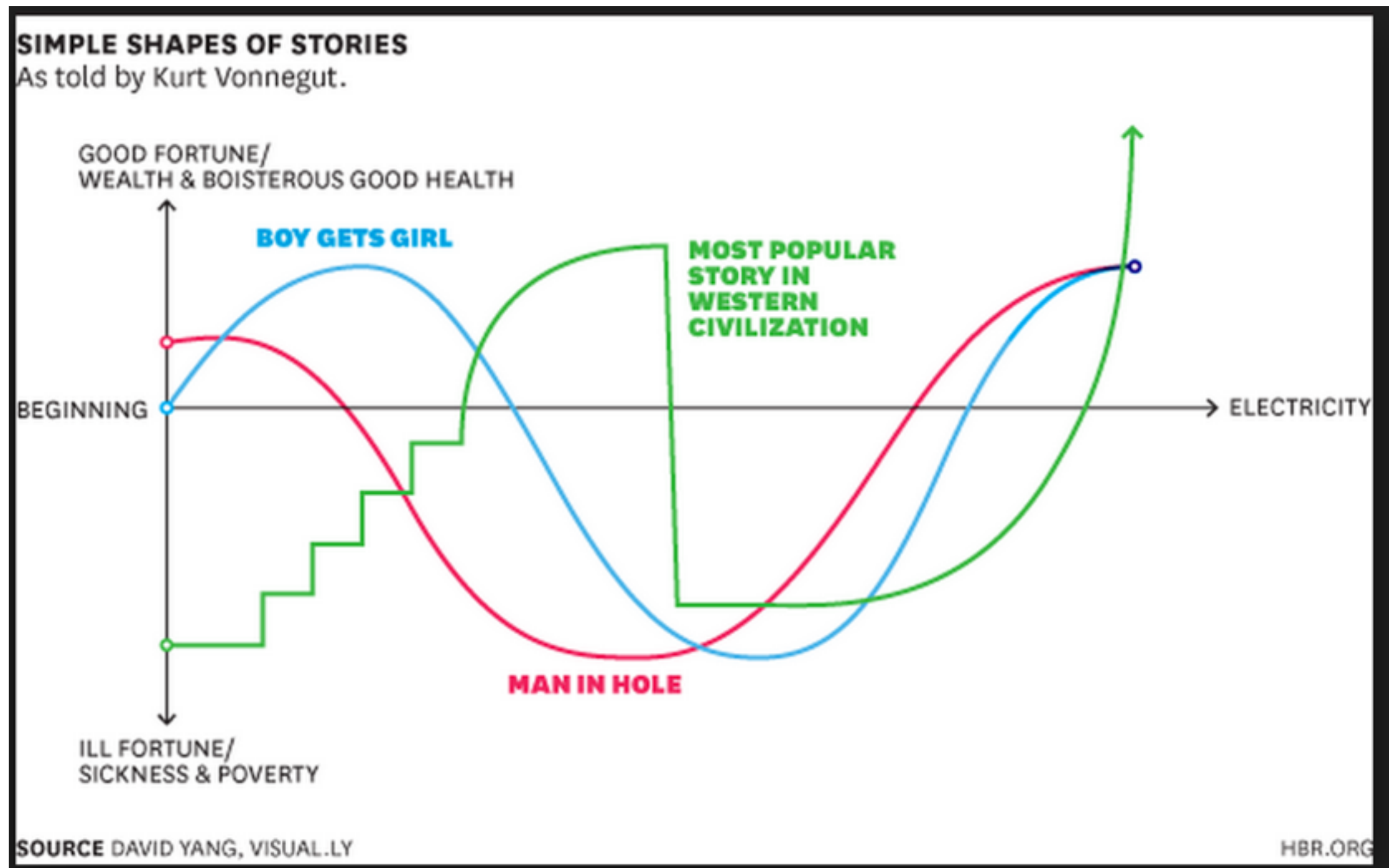
Start with the outcome and work your way back to the conflict, the character and the story-stirring question



From Vanessa Chase

<http://www.thestorytellingnonprofit.com/blog/how-to-create-story-prompts-for-your-colleagues/>

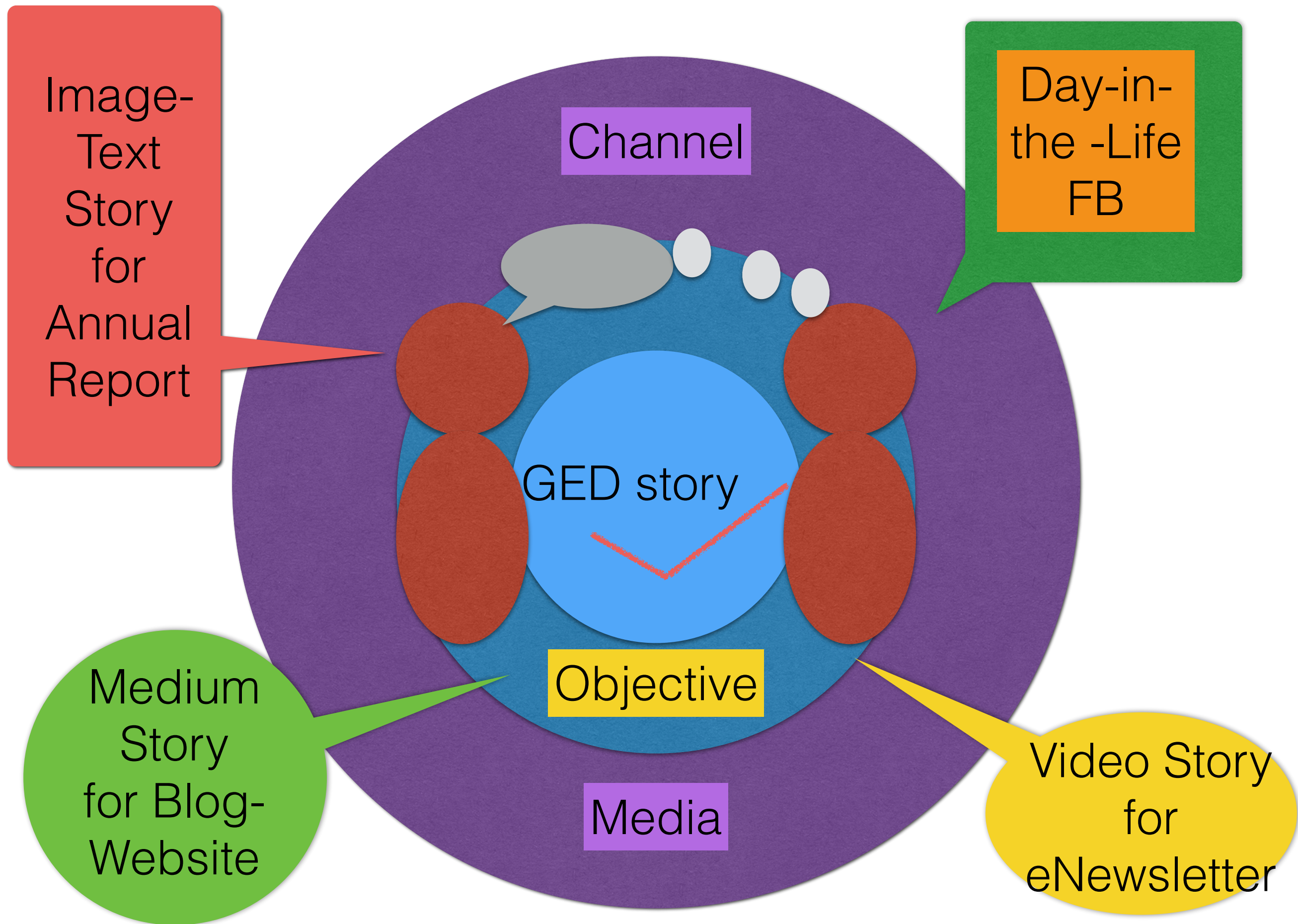
Kurt Vonnegut on Story Shapes



<http://bit.ly/1IjVf9k>

A Conversation







The HEART — Your Website



Camps of **The Aloha Foundation**



Foundation Home
About the Foundation
Camps & Programs
Enrollment & Forms
News & Views
Alumni
Contribute
Facility Rentals
Location & Directions
Employment
Contact Us

Send Info



Log



Go

Aloha
For Girls
12 to 17

Aloha Hive
For Girls
7 to 12

Lanakila
For Boys
8 to 14

Horizons
Co-ed Day Camp
Grades K to 7

Ohana
Family Camp
& Group Retreat

Hulbert
Outdoor Education
Center

News: Follow the camps & programs of The Aloha Foundation via social media!



VERMONT WORKS FOR WOMEN

- > Labor of Love
- > Sign up for E-news
- > Donate Now
- > News & Events
- > [Contact Us](#)

[Home](#)[About Us](#)[Women](#)[Girls](#)[Our Stories](#)[Careers](#)[Get Involved](#)[News](#)[Resources](#)

Welcome to Vermont Works for Women!

We help women and girls recognize their potential and explore, pursue, and excel in work that leads to economic independence. Here's what snippet of what's in store this spring & summer.



**NEW
PROGRAM**
**Step Up
to
Construction
Boot Camp**

[REGISTER](#)

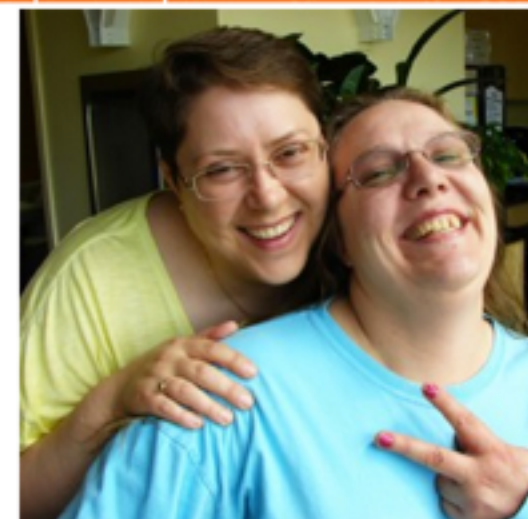
**ROSIE'S
GIRLS**

[REGISTER](#)

**DIRT
DIVAS**

[REGISTER](#)

**CHANGE
STORY**

[LEARN MORE](#) [Search](#)



Think with your hands.

Yestermorrow Design/Build School teaches over **100 hands-on workshops** a year in design, construction, woodworking, and architectural craft and offers a variety of courses concentrating in sustainable design.

Our intensive, hands-on courses are taught by top architects, builders, and craftspeople from across the country. For people of all ages and experience levels, from novice to professional.

COURSES

Our courses are intensive and constantly engaging, challenging students to solve complex design problems through the integration of the design and construction processes. We offer a low student to instructor ratio, allowing individualized instruction and personal attention. [Read More >](#)



SEMESTER PROGRAM

Offering full immersion, credit bearing opportunities to explore interdisciplinary, whole-systems thinking while developing fundamental technical skills in architecture and construction through a real world project. [Read more >](#)



GIVE ASPIRING STUDENTS AN OPPORTUNITY TO "SKILL UP"

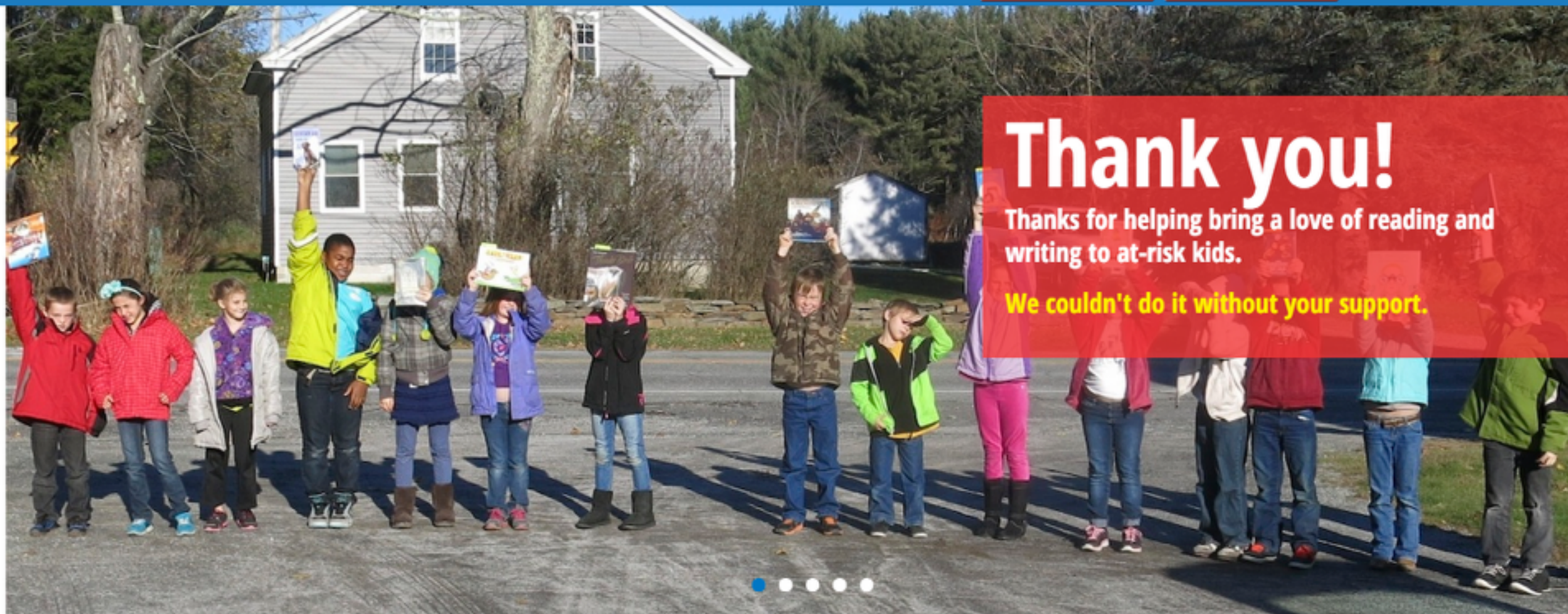
Requests for scholarships continue to increase. With your help we can grow our fund and support more students. Support the scholarship fund with your tax-deductible contribution.

[DONATE TODAY](#)

WHAT'S HAPPENING

Want more information?

Sign up for our monthly e-newsletter
[Request a course catalog](#)



OPENING BOOKS, OPENING MINDS, OPENING DOORS

Micro Stories

Tony Hawk gave up his
birthday for clean water,
and you can too.
Ollies not required.

Join our amazing fundraisers
and start a campaign for clean water.

START A CAMPAIGN

by Daley Hake

[http://
www.charitywater.org/](http://www.charitywater.org/)

DID YOU KNOW?

1 OUT OF 5
DEATHS
IN THE U.S.
IS CAUSED BY
SMOKING



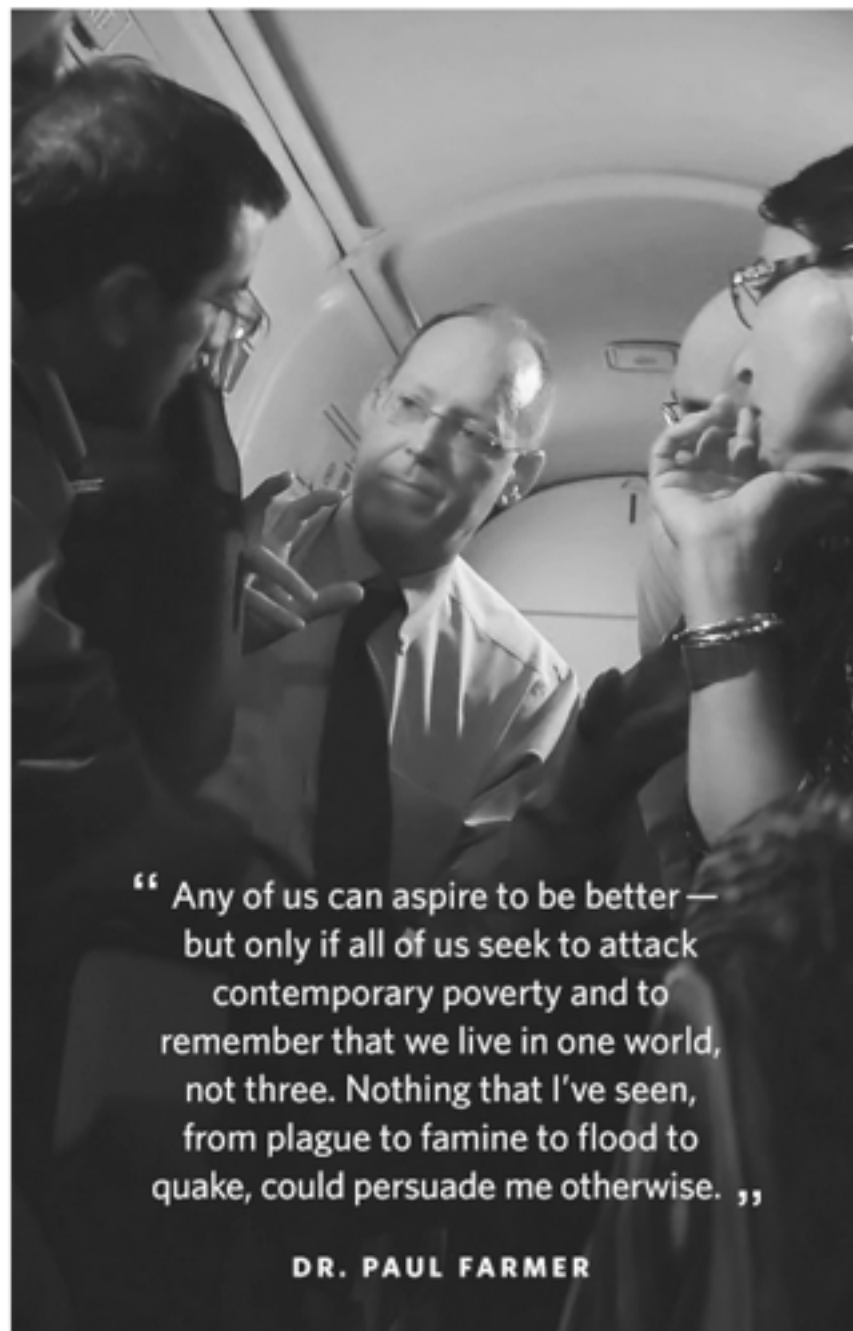
Text Overlay on Image

NEARLY
9 OUT OF 10
ADULT SMOKERS
STARTED BEFORE
THEY WERE 18

MAKE YOUR OWN DECISIONS



From <http://therealcost.betobaccofree.hhs.gov/>



“ Any of us can aspire to be better — but only if all of us seek to attack contemporary poverty and to remember that we live in one world, not three. Nothing that I’ve seen, from plague to famine to flood to quake, could persuade me otherwise. ”

DR. PAUL FARMER

**WE DREAM OF A
WORLD IN WHICH NO ONE
DIES OF POVERTY**

It won't be easy, but we know it's possible.
We hope you'll join with us.

CONTRIBUTE TODAY



What is your #GreenWish?

Alex Talyamsky

Share your hope for the natural world for the next 4 years



Discovery Park

Maybe it's called
Discovery for a reason

**LOVE
PARKS**

THIS IS NOT A BIKE
it's Motor City pride



THIS IS NOT A BIKE
it's a faster taxi



<http://www.worldbicyclerelief.org/the-bike>

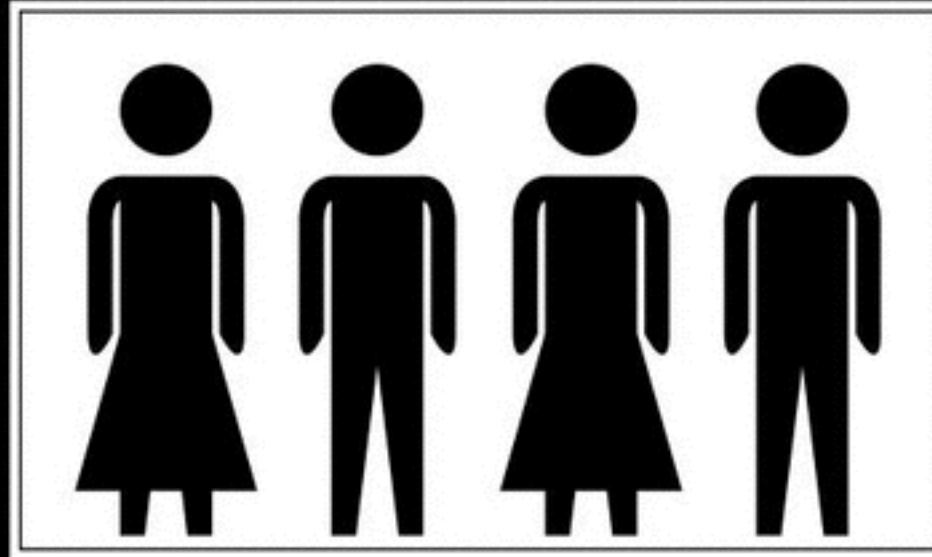
THIS IS NOT A BIKE
it's lightness of being



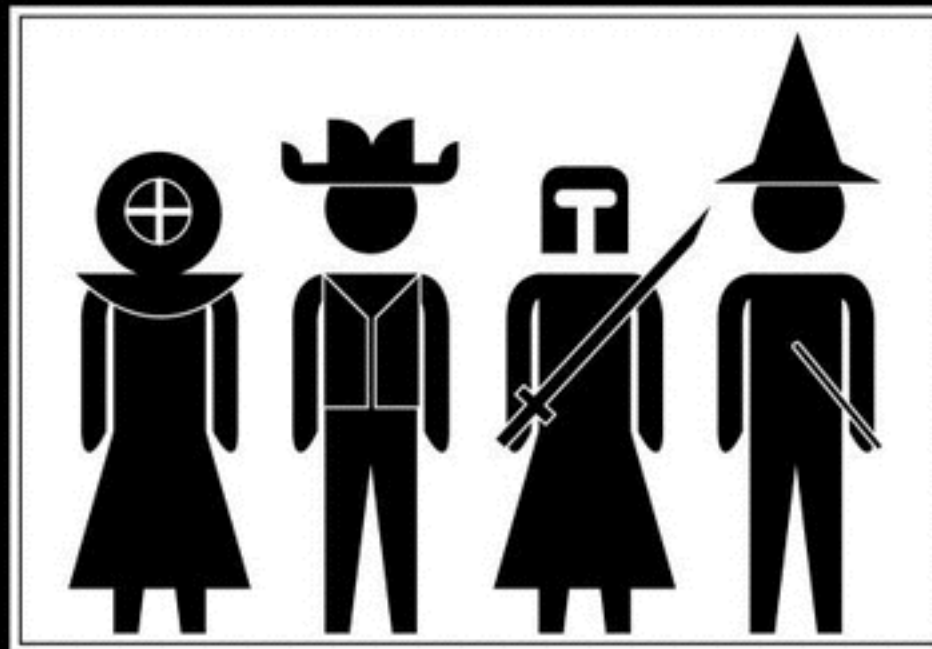
THIS IS NOT A BIKE
it's an engine for economic and cultural empowerment



These are your kids



These are your kids



on books



Burning Through Pages is a non-profit dedicated to the task of getting young people excited about reading. Our goal is to give free books to kids who want them and need them, and to have follow up discussions in an attempt to encourage literacy, reading comprehension, and to spark a life long passion for reading!

www.burningthroughpages.org

Common Visual Storytelling Mistakes

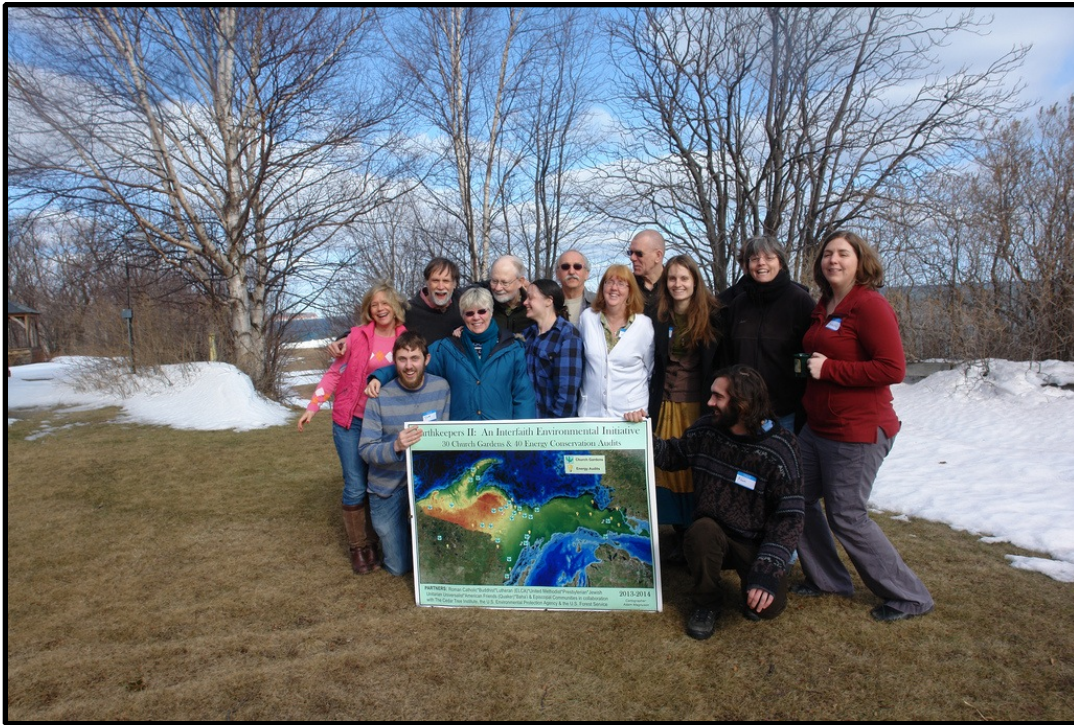


Photo by <https://www.flickr.com/photos/gregdonnaphotos/>

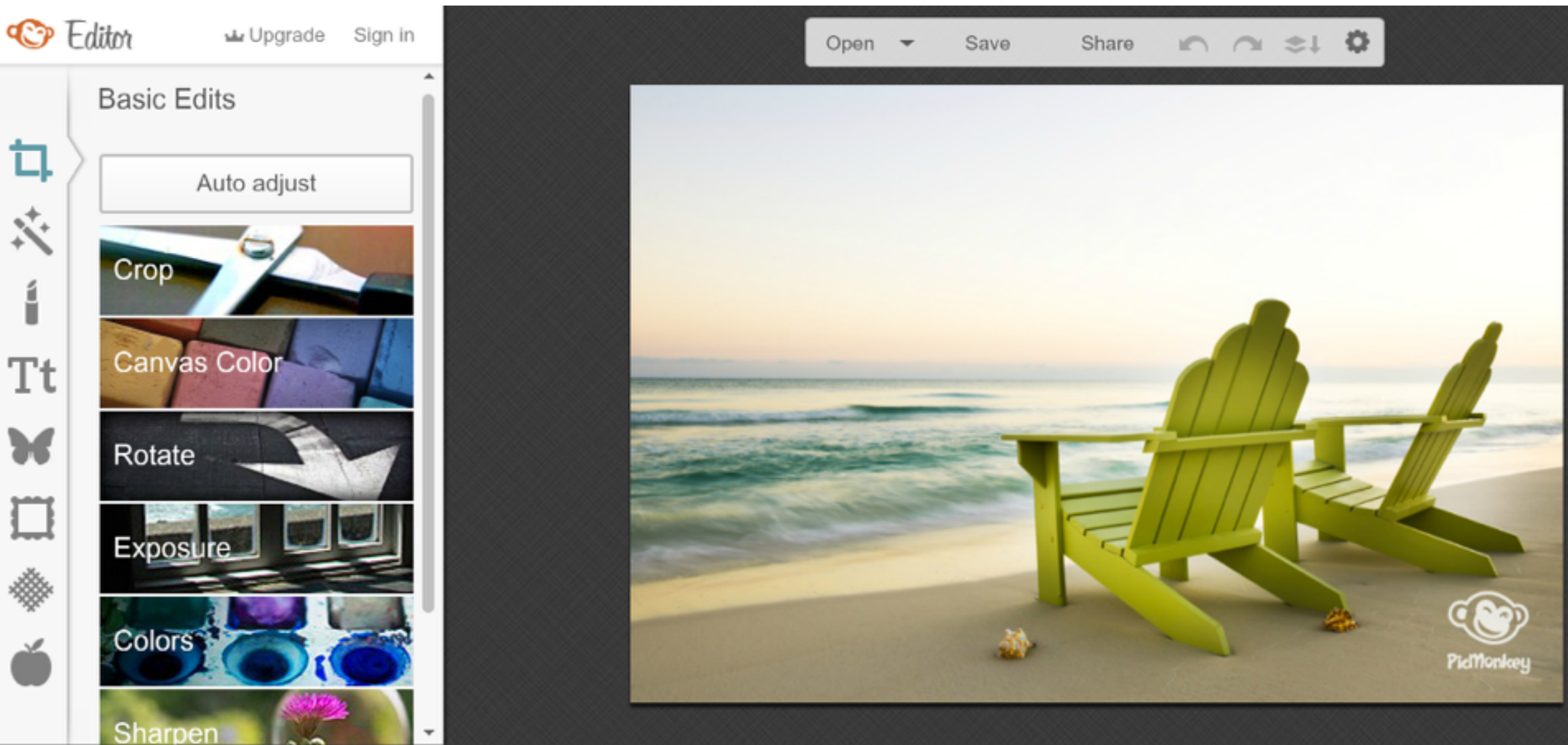
VS.



Photo by <https://www.flickr.com/photos/ccstb/>



Text Overlay Story Exercise



With your nutshell story in mind, find an image —your own or Creative Commons — and upload it to picmonkey.com

Fun comes in
all sizes....



Come to family
dance camp with
CDSS!



Changing what it
means to live in
the city



This is Ben.

*Why is he
so happy?*

[find out here.]

**Come for a
historic trip
with us.**



You can be yourself with us.



Finding Media to Use in Your Project

[About](#)[Licenses](#)[Public Domain](#)[Support CC](#)[Projects](#)[News](#)[Site Search](#)

Find content you can share, use and remix

I want something that I can... ☒ use for commercial purposes;
☒ modify, adapt, or build upon.

Search using:

Europeana

Media

Flickr

Image

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Image

Google

Web

Google Images

Image

Jamendo

Music

Open Clip Art Library

Image

SpinXpress

Media

Wikimedia Commons

Media

YouTube

Video

Pixabay

Image

ccMixter

Music

SoundCloud

Music

Please note that search.creativecommons.org is *not a search engine*, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are

[Add CC Search](#) to your browser.

[Learn how](#) to switch to or from CC Search in your Firefox search bar.

Using Canva to Create Posters, Image Posts, etc.

The image shows the Canva web interface. At the top, there's a teal header with the Canva logo, "Your designs", and buttons for "Describe and #tag", "Share", "Download", and "Private". On the left is a dark sidebar with icons for "SEARCH", "LAYOUTS", "TEXT", "BKGROUND", "UPLOADS", and a zoom control set to 16.8%. The main area is divided into a template grid on the left and a design workspace on the right. The workspace shows a poster with a climber on a rock face, the text "REACH YOUR PEAK" in large yellow letters, a "Canva" watermark, and a logo for "EXPLORAC OUTDOOR GEAR". A "+ Add a new page" button is at the bottom of the workspace. A "Need help?" button is in the bottom right corner.

Canva Your designs

Describe and #tag Share Download Private

SEARCH

LAYOUTS

TEXT

BKGROUND

UPLOADS

16.8%

Search 1,000,000 images...

REACH YOUR PEAK

Canva

EXPLORAC OUTDOOR GEAR

+ Add a new page

Need help?



FIND YOUR STORY

COMMUNITY
EXPRESSIONS

Profiles

WHILE YOU WERE OUT RIDING, BIKE ADVOCACY BECAME COOL

MEET EIGHT INNOVATORS WHO ARE FLUSH WITH NEW IDEAS ABOUT HOW BICYCLES CAN CHANGE THE WORLD

By Kim Cross

LIZ JOSE, 29
New York City

FOUNDER, WE BIKE NYC

"The 'WE' stands for women's empowerment," says Jose, who since starting her group last year has organized mechanical workshops and social rides designed to be fun and nonintimidating. Next came the 6 Borough Bike Bunch, a series of rides that explore different neighborhood and with a midmorning twist—part of her mission to "meet people where they're at." This year Jose added Mujeres en Movimiento, a Spanish-language bike program whose graduates take their new wrenching skills and "pay it forward" by teaching other women in their neighborhoods. The idea behind Moves on Wheels, a series of Brooklyn-based try before you buy events involving donated kid-carrying bikes, trailers, and trailers. "When more bikes," Jose says, "that's when communities change."

PHOTOGRAPH BY STEEN LARSEN

VERONICA DAVIS, 34, AND NAJEEA DAVIS WASHINGTON, 35, Capital Heights, Maryland

FOUNDERS, BLACK WOMEN BIKE

The movement started with a hunch. Three people who had never met came together through BlackwomenBike after tweeting about the need for a community of women of color who ride—or want to learn. In May 2011, Davis and Washington teamed with Caroline Lee (left, 32), to create a private Facebook group where members could comfortably ask questions like, "How do I prevent helmet hair?" (Answer: a silk scarf) in one month they had 300 members. Now with more than 1,000, BWB has evolved into a real-world community that hosts no-drop group rides and workshops on topics such as basic bike safety and repair, how to buy a bike, and night riding. "The riding continues to grow in popularity," Davis says, "it's important that we make sure that underrepresented communities aren't left behind."

PHOTOGRAPH BY KIM WICKS

GOOD STORIES ARE
STRAIGHTFORWARD

<http://bikeleague.org/content/12-tips-womenbike-storytelling>

Email:
tell a story
&
make it visual!



Dear Friend,

When two generous Best Friends members issued the matching gift challenge to help more homeless pets this month, things had to move at the speed of light. And you certainly did!

Best Friends members like you raised the \$100,000 thereby winning the match for a total of \$200,000 in just three days. I believe that's an online matching gift record!

When you consider that \$25 can fix two dogs or cats to prevent accidental litters, and your \$25 gift became \$50 ... you can start to understand the power of what you've done.

The timing couldn't be better. As you gather together with friends and family to give thanks for the blessings in your life, know that homeless pets will have their own reason to be thankful, too. They have you.

You are a real blessing to homeless pets everywhere. Thank you for your kindness, for your love of animals, and, of course, for helping to **Save Them All™**.



Gregory Castle
CEO, Best Friends Animal Society
bestfriends.org

Subject: Help Save the James River



Help Save the James River

Four hundred years ago, Captain John Smith's legendary explorations led him to a pristine river setting where he helped found the first permanent English settlement in the Americas. Today, that same stretch of the James River remains largely unaltered, allowing us to experience a place rooted in our country's history the same way that he did.

Unfortunately, that might not be the case for much longer. Dominion Virginia Power is currently planning a new, 17-tower transmission line that would cut straight across the river near Jamestown, scarring this historic landscape and disrupting its natural wildlife.

The threat is so real, we created this video so you can see for yourself.

With some of the towers reaching as high as 30 stories, this project will directly impact how millions of visitors enjoy five National Park units and some of our nation's most important historic sites, including Colonial Parkway and Carter's Grove. No matter how you look at it, this misguided proposal threatens the way we experience a quintessential piece of American history.

Alternatives exist that would not mar our heritage. These include running the power lines underground, using an existing river crossing, or exploring alternative energy options.

If you agree that this proposed plan simply can't happen, please join the 15,000 supporters nationwide who have already signed our petition urging Dominion to do the right thing.

Together, we can stop the power lines and save the James.

Thank you for your support,

Your friends at the National Trust

<https://www.change.org/p/dominion-virginia-power-save-the-james-stop-the-power-lines-4>

A staff member's
story
or a donor's...

...as part of your eNewsletter



Eric Fiazorli (right) with Lumana client and tomato farmer, Cecilia Adzika.

A Loan Officer's Tale

Eric Fiazorli was born in Anloga, Ghana (Lumana's headquarters of operations), and was raised by many of the women that Lumana currently serves with financial services. Eric is a man of great empathy, humour and intelligence, who not only has a vision for himself, but for the community he calls home. Eric's commitment to his community members and his insights have helped Lumana learn more about our borrowers and the context they live in. As a Lumana loan officer, it is Eric's responsibility to collect repayments,

mentor borrowers on how to improve their businesses and listen to their specific needs.

In 2010 Eric began to realize that, in many cases, giving loans was not enough. For farmers growing tomatoes in rural Ghana, getting a loan to grow more tomatoes was ineffective without a larger market in which to sell. To solve this problem, Eric began working with the Lumana team to re-magine how investing in rural businesses could change the lives of these farmers for the better.



“Just giving these women loans will not save them — we need to connect these farming people with a real market. At Lumana, I am doing that. I am so proud to report I can already see what my work has done for my community's future.”

Data as Story

Infographics & Annual Reports

It's been a banner year with exciting milestones to share ...

Our programs served 1,021 women and girls, ages 10-60, from diverse backgrounds across Vermont in

3 PRIMARY AREAS:



**VERMONT
WORKS
FOR WOMEN**

1. MOVING WOMEN INTO EMPLOYMENT SUCCESS

Two years since its founding

**Fresh!
FOOD**

provided over
100,000
meals

to childcare centers in the
Burlington community
(200 children fed per day)



gleaned or grew
1,500 pounds
of produce; and sourced

30%
of our food from
Vermont farmers



mentored
19 youth volunteers
TRAINED
20 women

in professional culinary skills
and maintained **76%**
employment placement
for program graduates

THE **CBS**
**EVENING
NEWS**

came to Vermont to feature
VWW in a national story
about **women in the
construction trades**

WE PROVIDED
120
WOMEN
with work-readiness
services

at Chittenden Regional
Correctional Facility

AS PART OF OUR
MENTORING
PROGRAM WITH
**MERCY
CONNECTIONS**
WE SUPPORTED

87 active
matches
between **mentors**
and **inmates** with
33 new
matches
created
this past year

TO MARK OUR **25th**
anniversary we created

**LABOR
OF LOVE**

A MULTI-MEDIA EXHIBIT
highlighting **29 VT WOMEN**

for the quality of their work
and the relish with which they do it.

The exhibit
in partnership with

**FairPoint
Communications**

traveled to
8 SITES ACROSS VT

including the
VERMONT STATE FAIR

and was seen by thousands.

The Gallery is now online at
vtworksforwomen.org



Interactive Storytelling



racontr.com

Other Sorts of Digital Storytelling

Curated Storytelling



<https://storify.com>

Video Call for Action



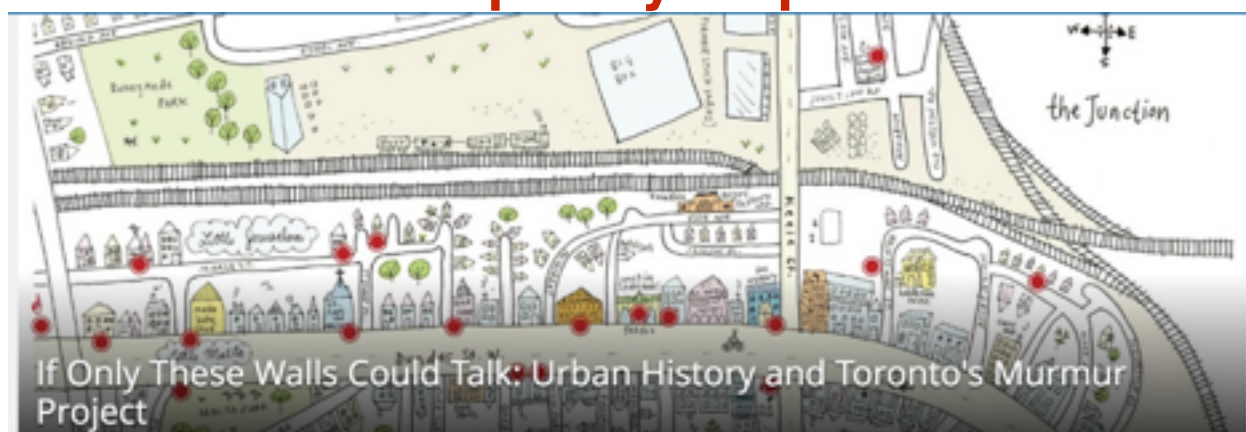
<https://www.change.org/p/dominion-virginia-power-save-the-james-stop-the-power-lines-4>

Video Greetings and Thank-Yous



<https://vimeo.com/115677900>

Participatory Map Stories



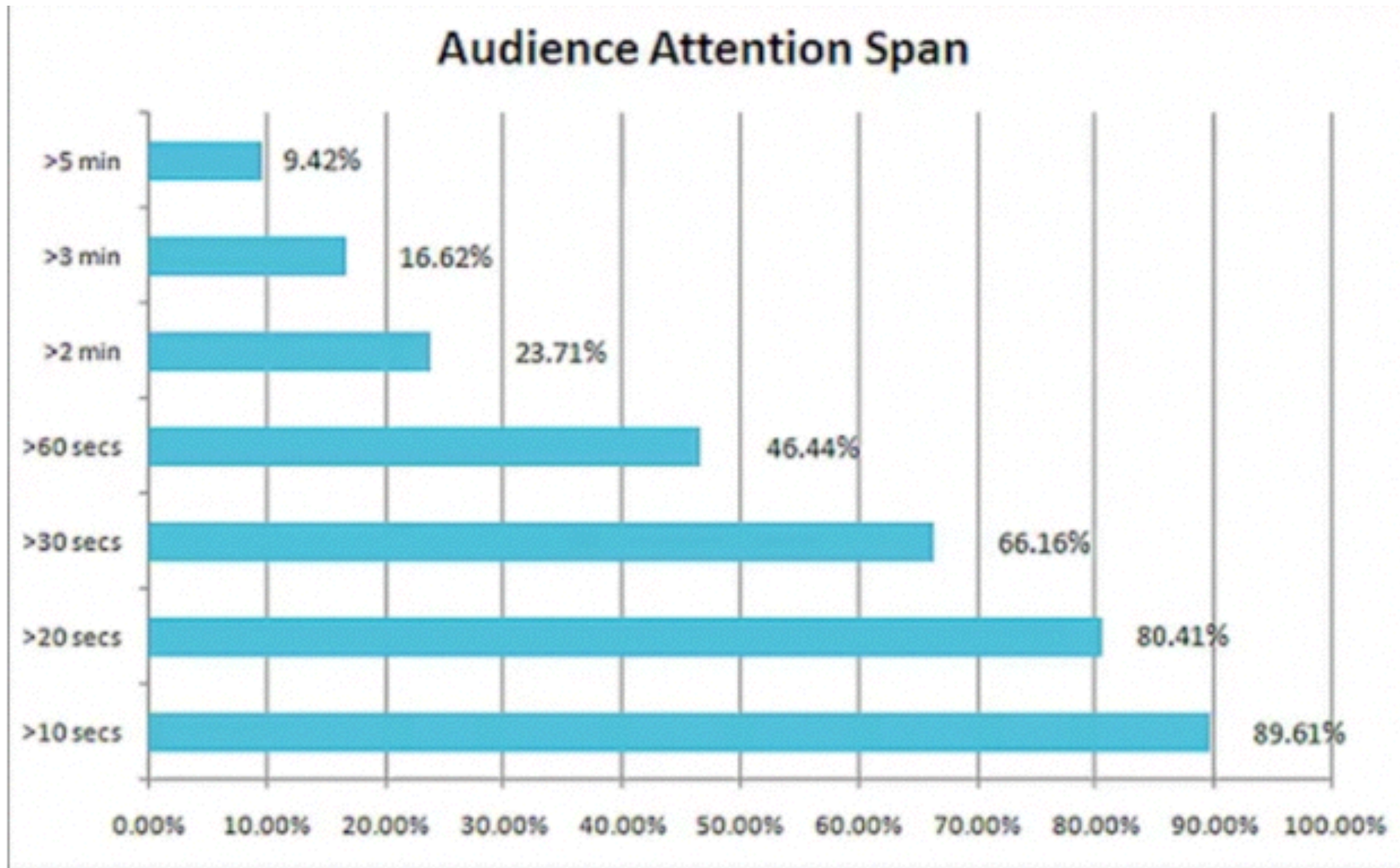
<http://murmur.info/>

Video Story Interviews



<http://invisiblepeople.tv/blog/>

Online Video & Audience



The Golden Rules

Keep it short

- Powerful stories are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message

Keep it simple

- Try to focus on one main topic (an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.

Be genuine

- Viewers want to connect with the work that your organization is doing. Focus on content that is compelling rather than what's cool

Keep it fluid

- Beginning-Middle-End: Catch the audience at the beginning and explain what is happening, build emotion in the middle, and come to some sort of resolution at the end

Keep it moving

- Video and photos show the story but don't forget the importance of audio. Audio adds emotion.

Keep it interesting

- Wide shots - establishes the scene
- Medium shot - gives more intimacy
- Close-up - for emotion and direct connection

Integrated Communications Strategy

Traditional Networking

Events

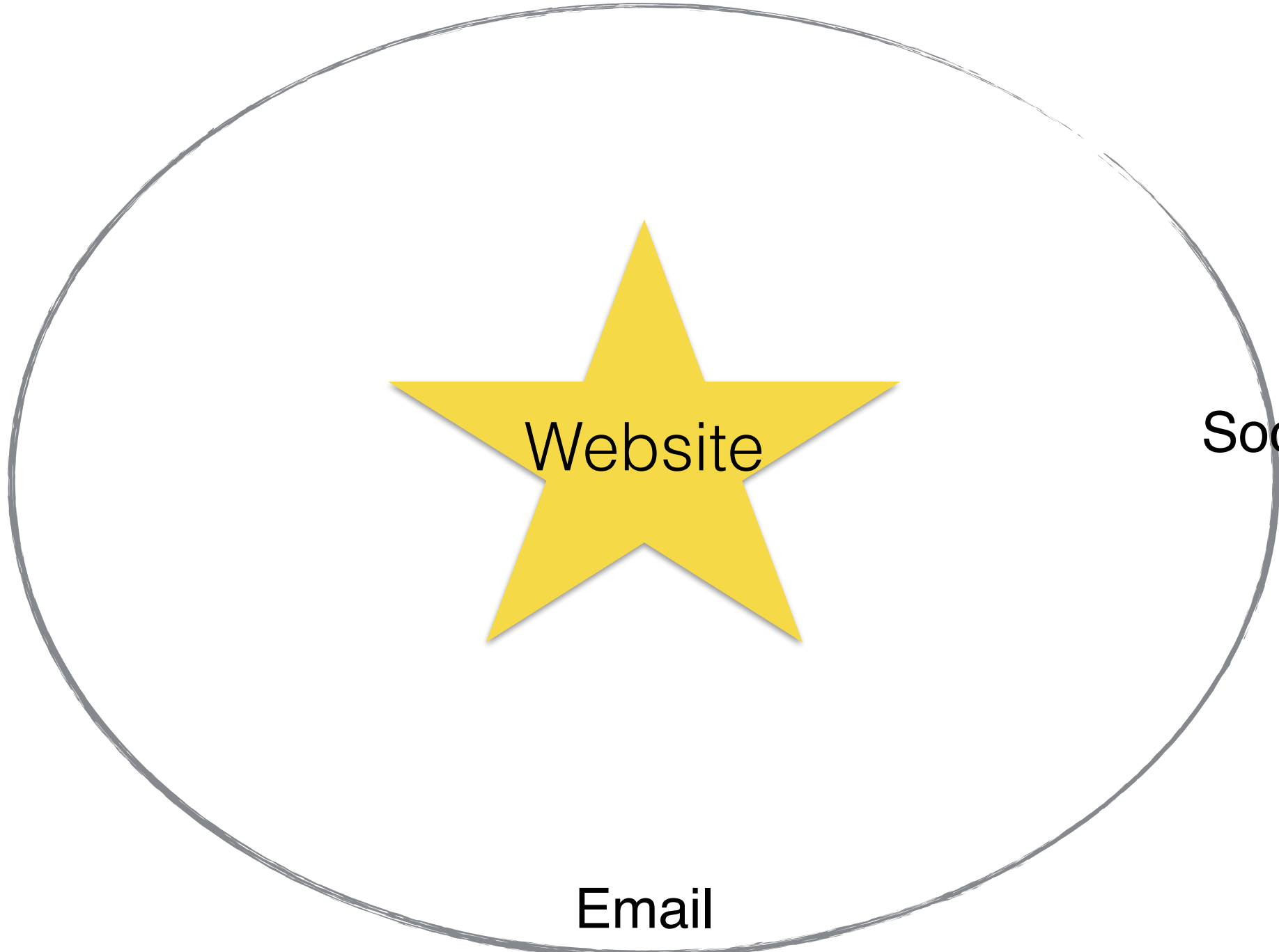
Social Media

Website

Email

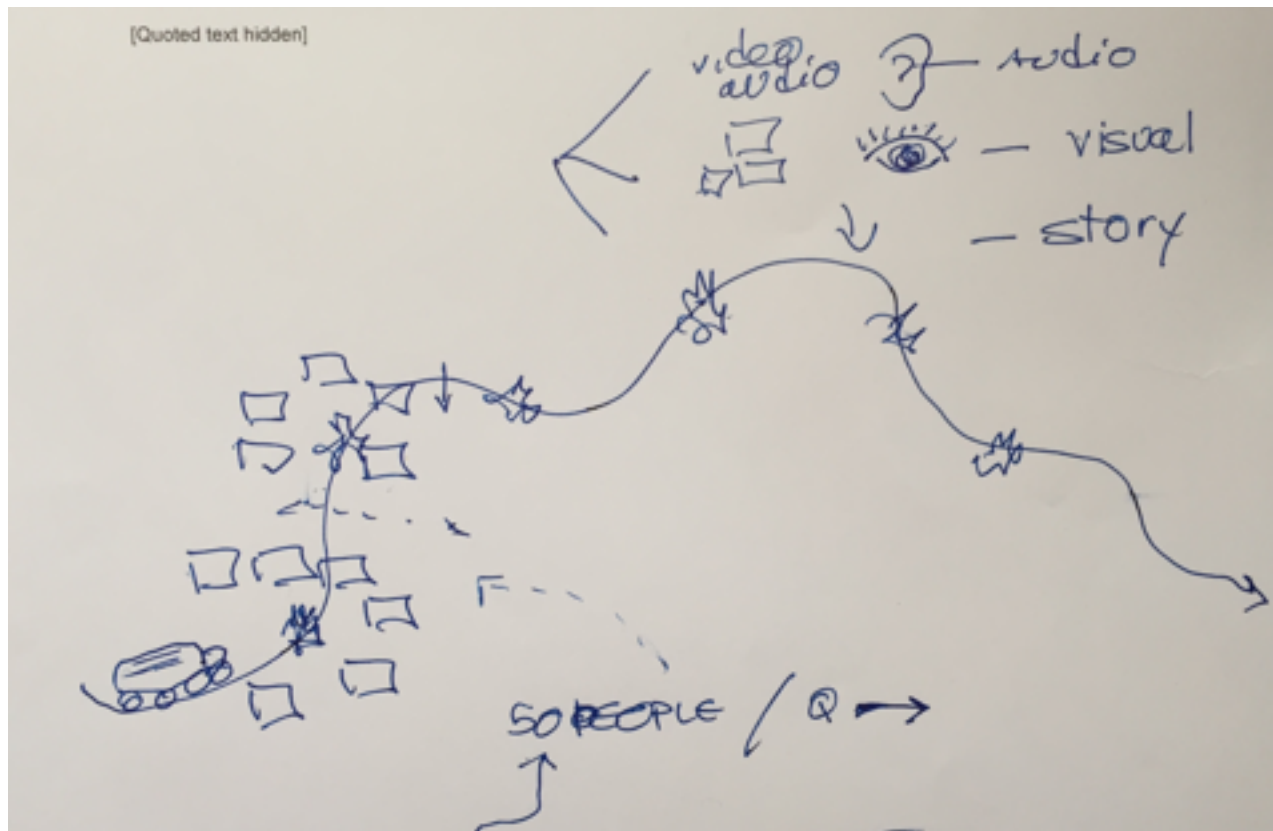
Newsletter

Annual Reports

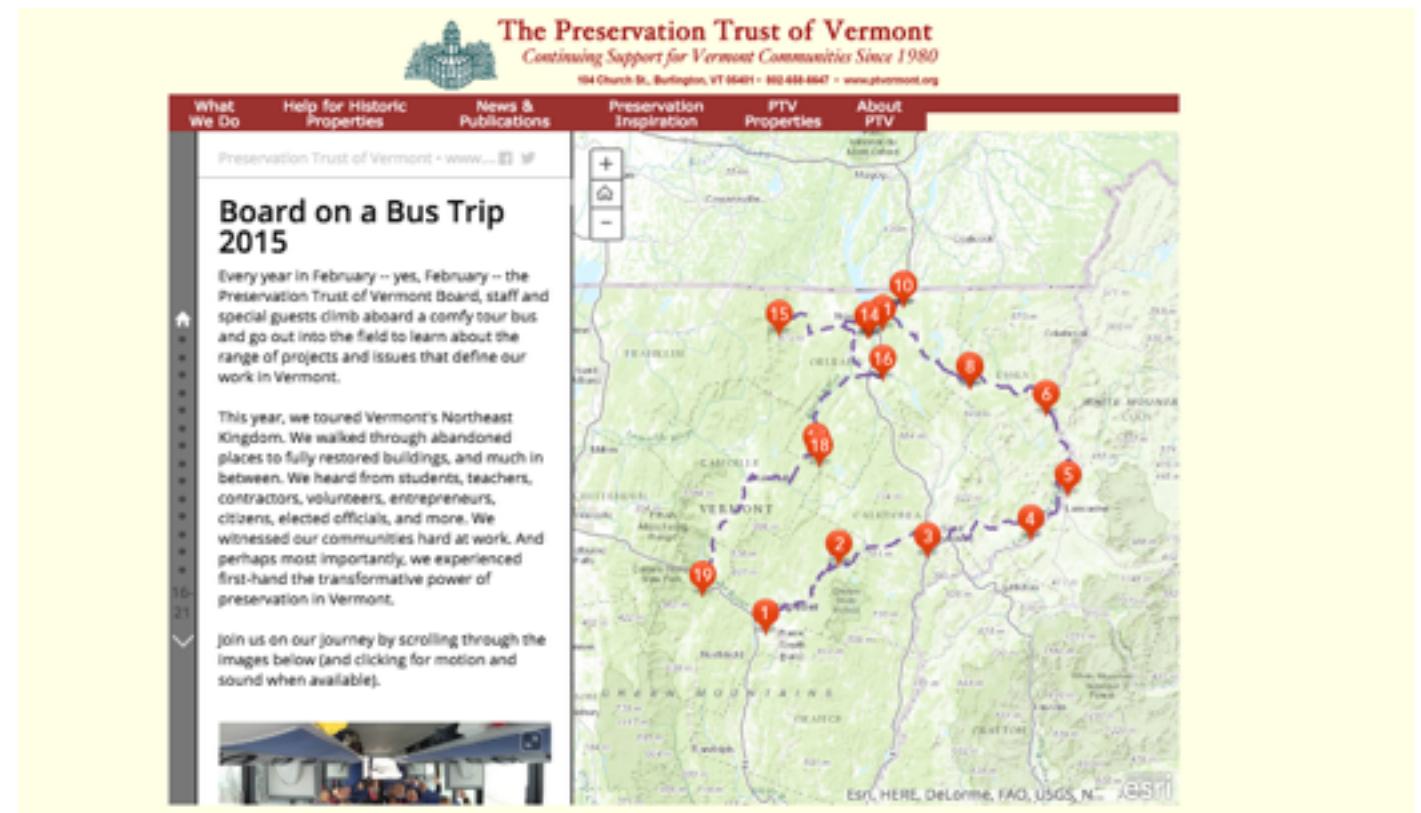


The Preservation Trust of Vermont the Story of a Story Project

From



to





Tools:
iPhone
Camera
Video Camera

Use Story Maps to Inform and Inspire Your Audience

Story maps combine interactive maps and multimedia content into elegant user experiences. They make it easy for you to harness the power of maps to tell your stories.

[WHAT'S A STORY MAP?](#)[FOLLOW US](#)

Featured Story Maps

Get ideas for your own story maps from these examples created by a growing community of authors. View more story maps in our [Gallery](#).



Montana Tobacco Retailers Mapper



Snow Journal - Boston 2015



Smithsonian: The World is Full of Circles



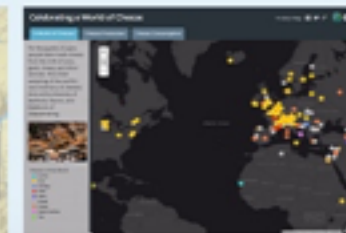
Mountains of Fire: A 3D Tour of the World's Most Active



Animal Planet: Ice Cold Gold Episode Journal - Prelude



A Nation of Drones



Esri Story Map

<http://storymaps.arcgis.com/en/>

Preservation Trust Board Bus Tour

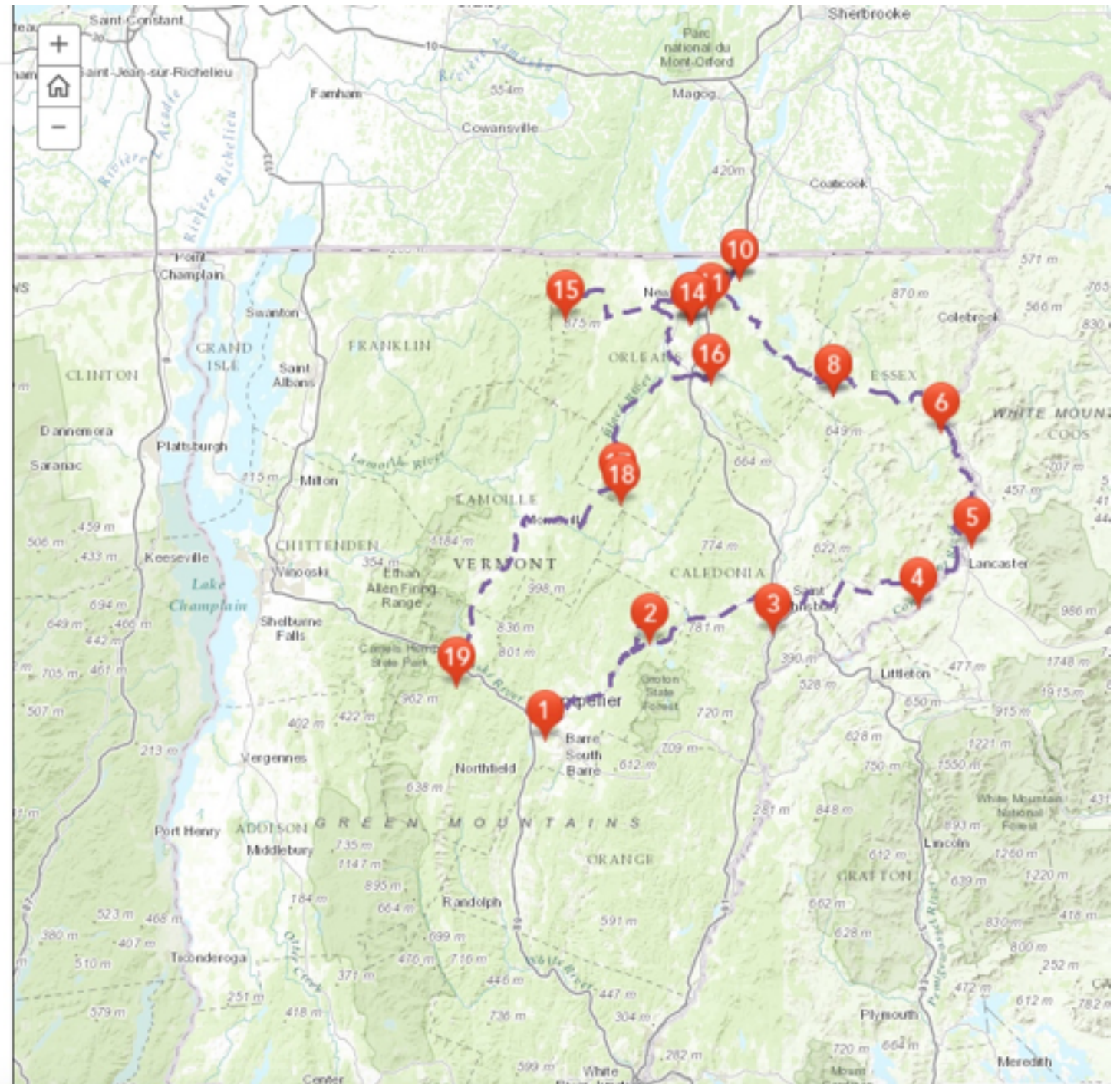
Preservation Trust of Vermont • www.ptvermont.org

Board on a Bus Trip 2015

Every year in February -- yes, February -- the Preservation Trust of Vermont Board, staff and special guests climb aboard a comfy tour bus and go out into the field to learn about the range of projects and issues that define our work in Vermont.

This year, we toured Vermont's Northeast Kingdom. We walked through abandoned places to fully restored buildings, and much in between. We heard from students, teachers, contractors, volunteers, entrepreneurs, citizens, elected officials, and more. We witnessed our communities hard at work. And perhaps most importantly, we experienced first-hand the transformative power of preservation in Vermont.

Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



Shareable, Place-Based, Multi-Media Narrative

<http://bit.ly/1D3g8Va>

Board on a Bus Trip 2015

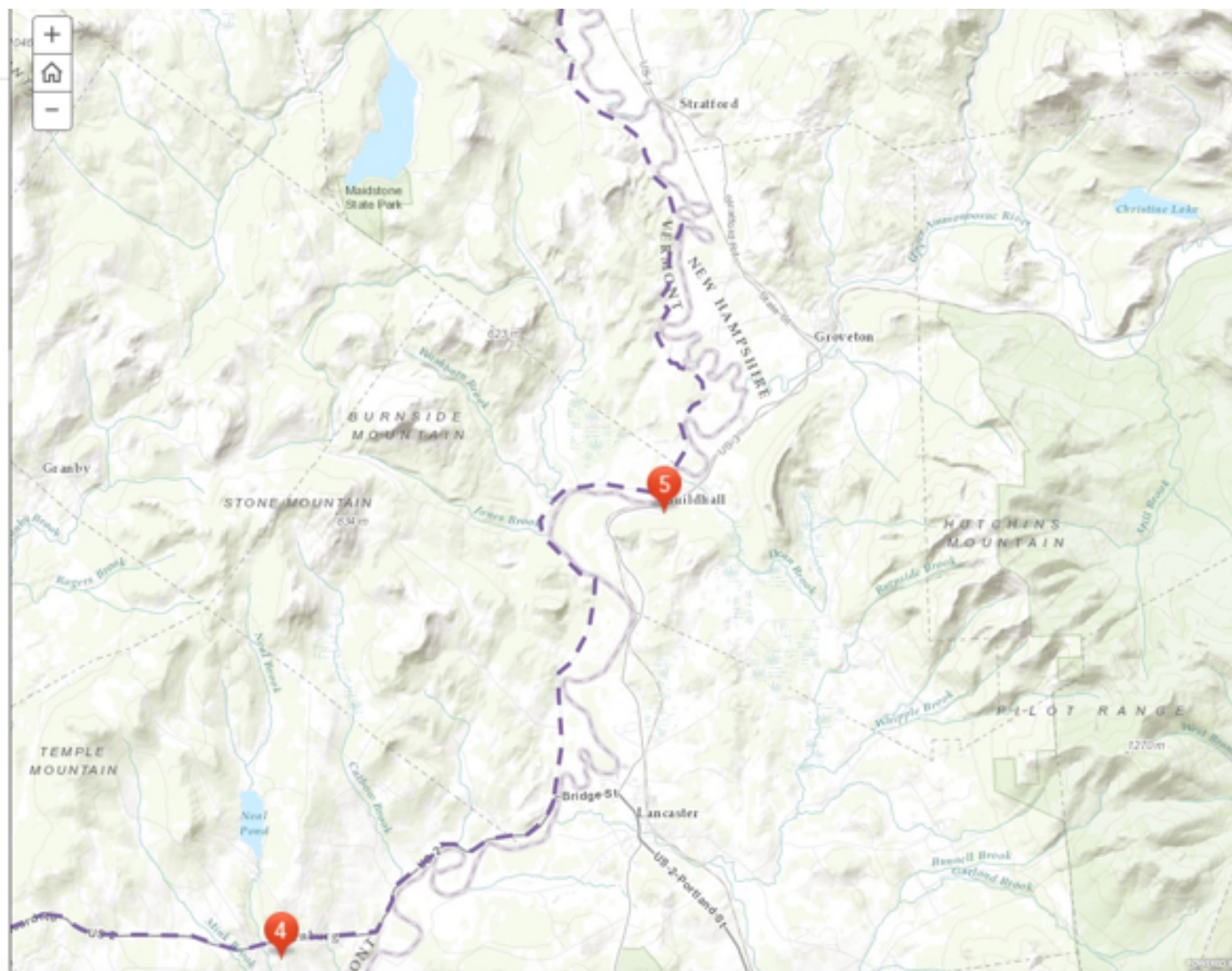
5 - The Masons are Alive and Well: Guildhall, Vermont

Many Vermont communities have some kind of historic presence of the Order of the Masons. In many towns, though, this fraternal order is a dying breed. Not so in Guildhall, VT. Their 40 active members donated hours and hours of skilled labor to restore this building from a vinyl-sided box to the restored gem we see here today. The Masons use the upstairs and -- in keeping with their belief of giving to the community -- they offer the downstairs rent-free to the library.

In addition to the Library, the Guildhall and the Community Church have received funding through our partnership with the Freeman Foundation.



Need guidance on your project? The Preservation Trust has many [technical preservation resources](#) available on our website.



Images

Board on a Bus Trip 2015

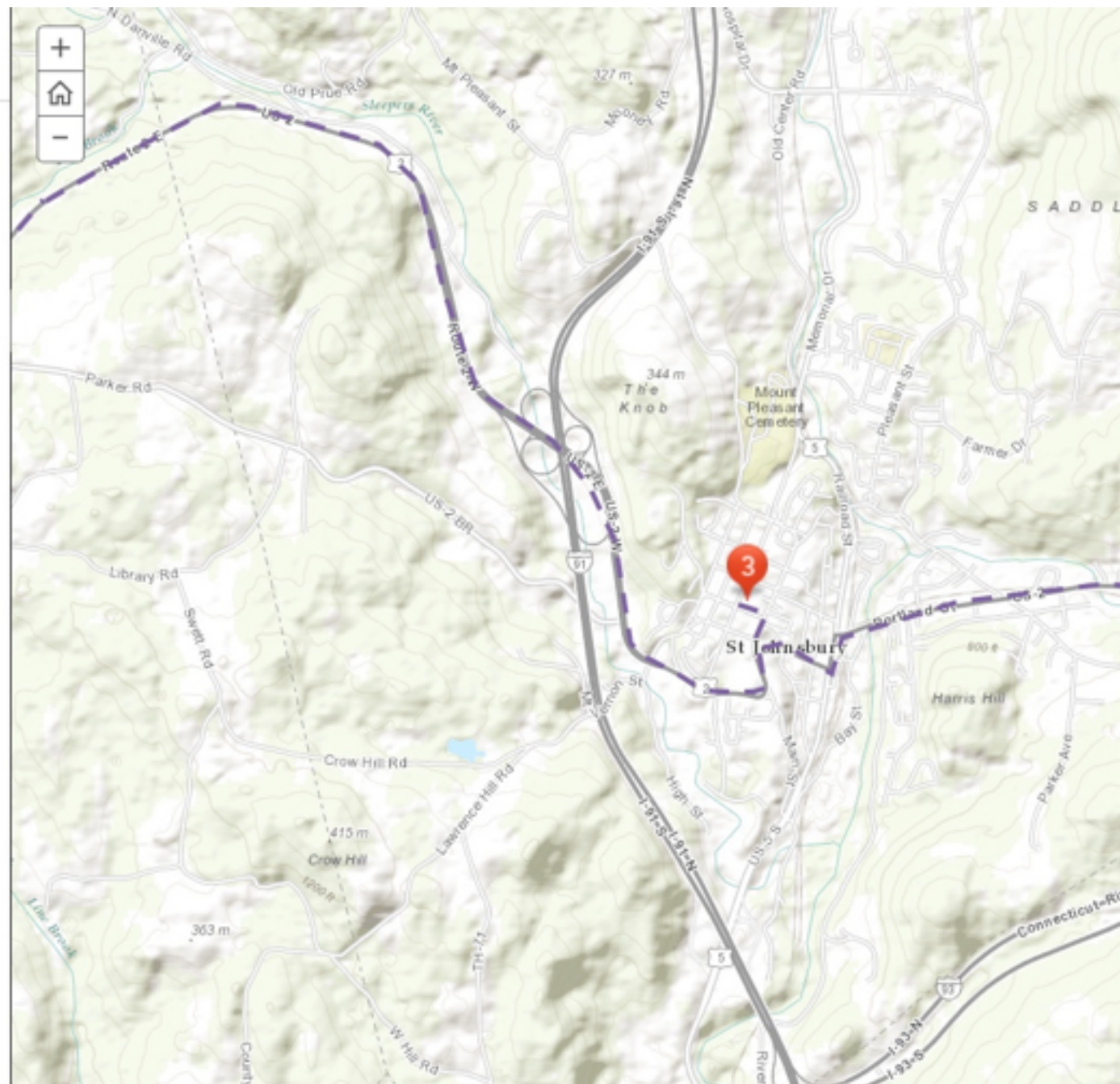
3 - Preservation and Students: It's a Win-Win at The St. Johnsbury History & Heritage Center

When the Fairbanks Museum ran out of space, the St. Johnsbury Historical Society found this nearby gem of a site to store the collections. The Historical Society has partnered with the building trades class at the St. Johnsbury Academy students who are hard at work assisting in the renovation work on the house. Peggy Pearl says it has saved them a tremendous amount of money, and it fits with their mission.

Peggy Pearl at the St. Johnsbury History & Heritage Center



Do you have a preservation project that involves students in your community? Let us know so we can share with the rest of Vermont through our electronic newsletter how saving old buildings can be part of educating young minds.



Video

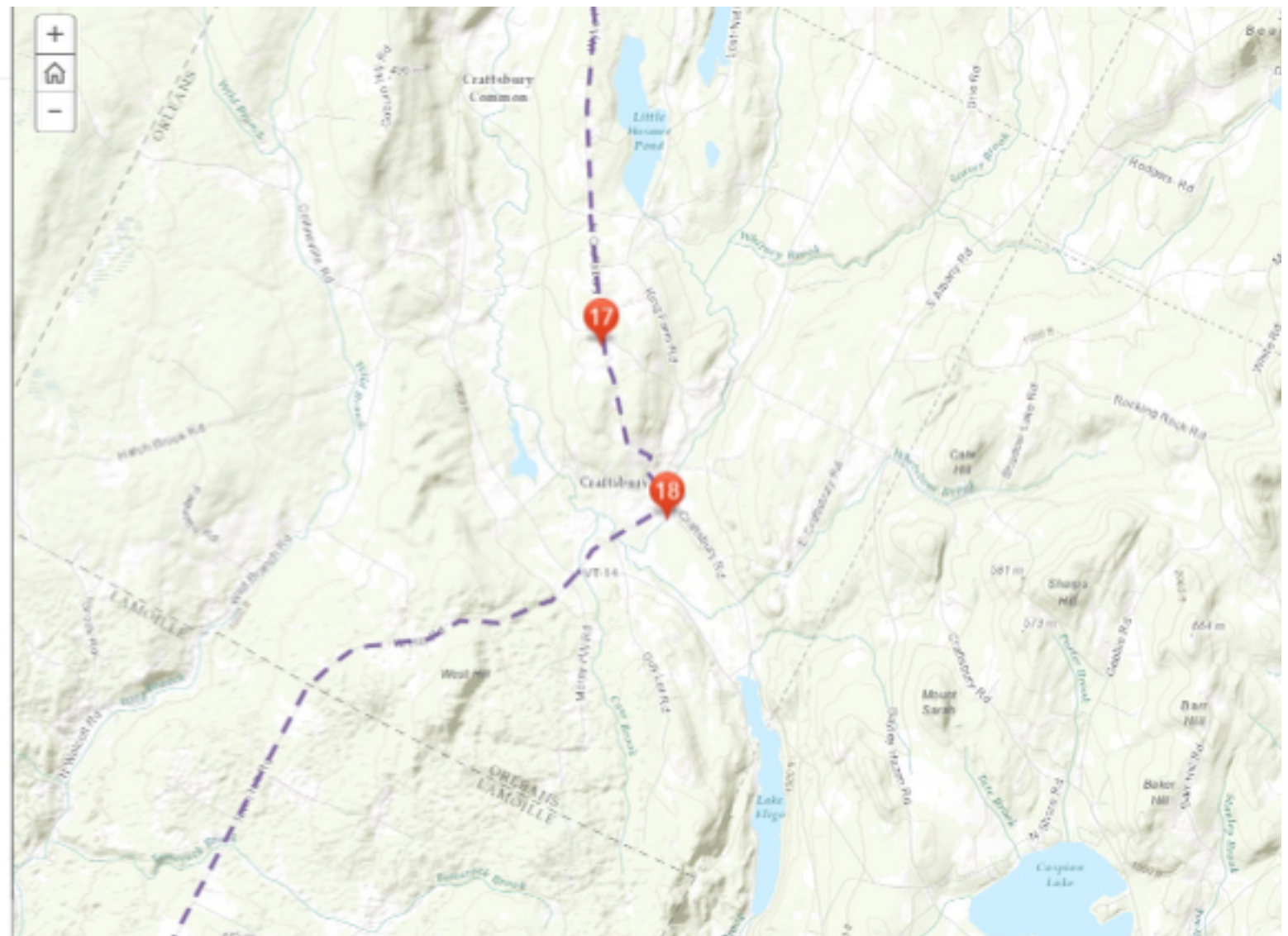
Board on a Bus Trip 2015

18 - The Trails of the Future: Craftsbury Public House, Craftsbury, VT

A few years ago, Wylie Solomon and Sung-Hee Chung purchased the former Craftsbury Inn at an auction. After coming to understand the community needs, they decided to donate the building to the Craftsbury Outdoor Center. They are currently raising funds and managing what will soon be the Craftsbury Public House -- a restaurant and pub, public meeting spaces and much needed rooms for visitors, all tied in to existing cross country ski trails. In partnership with the Freeman Foundation, PTV has provided a \$50,000 grant to help with the rehabilitation of the property.



PTV's involvement in this project includes a small grant (that leads to big things!) for a Conditions Assessment from the Robert Sincerbeaux Fund. [Find out more!](#)



Sound

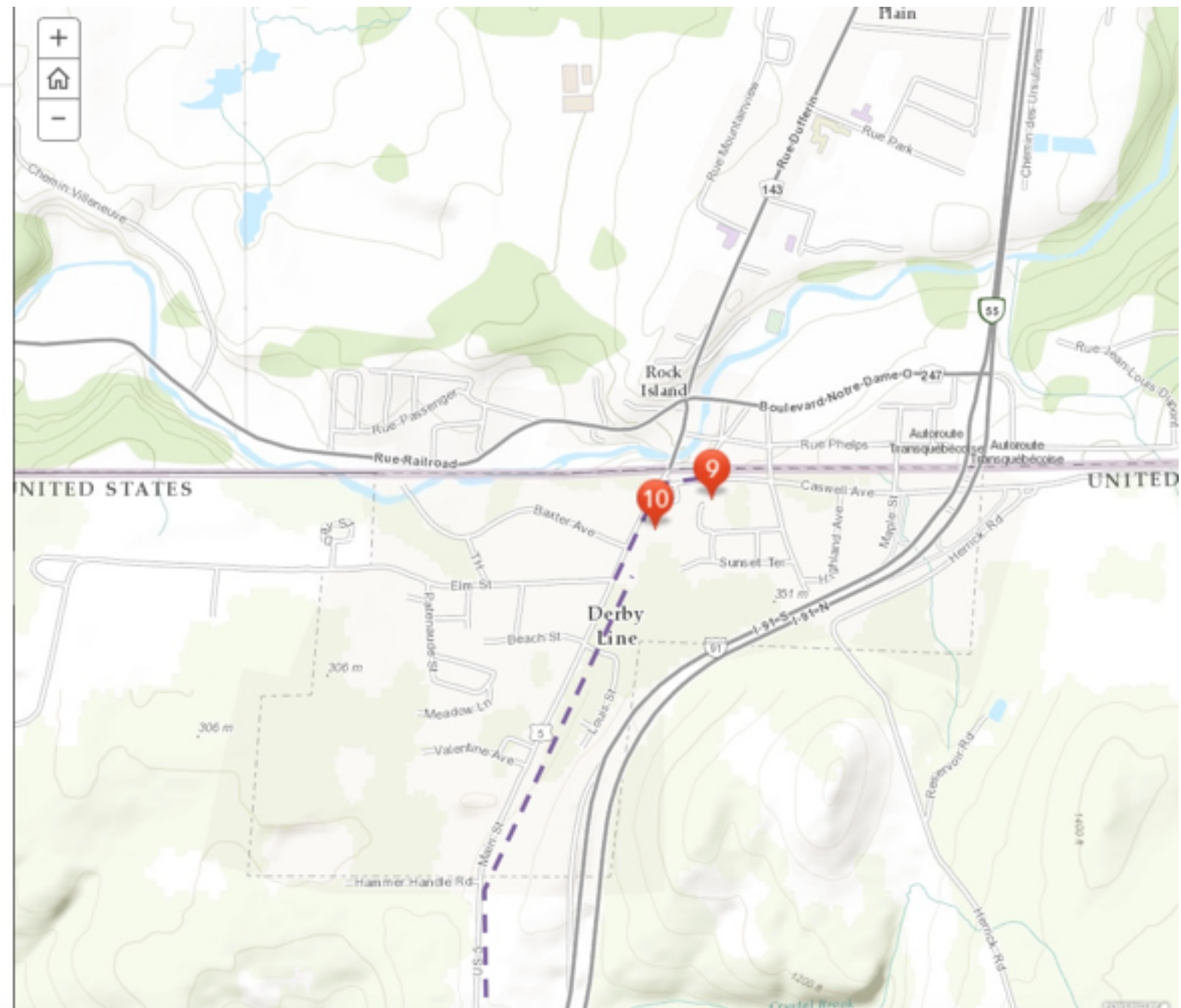
Board on a Bus Trip 2015

9 - Straddling the Line: The Haskell Library & Opera House, Derby Line

We had a quick drive-by at [Haskell Free Library and Opera House](#). The building was constructed deliberately astride the boundary line separating Canada from the United States. The Haskell was long said to be a scale replica of the Boston Opera House. This, however, has proven to be quite untrue. The building is, in fact, unique. Nowhere else in the world can one sit in an opera house that is literally split in two by an international border, where most of the audience sits in the U.S. to watch a show on a stage in Canada. Nowhere else can one find such an unusual library. The front door is in the U.S., the circulation desk and all of the books are in Canada, and the reading room is international.



PTV in partnership with the Freeman Foundation granted this project \$90,000 for a total of \$765,000 of rehabilitation work. Read more about our [grant programs here](#).



Links

Board on a Bus Trip 2015

10 - Defying Demolition: Downtown Derby Line, VT

PTV recently worked with the community of Derby Line to stop the demolition of two buildings that were slated to be removed for a quick mart. These buildings comprise one-third of their village center. They remain standing today.

Facebook Twitter

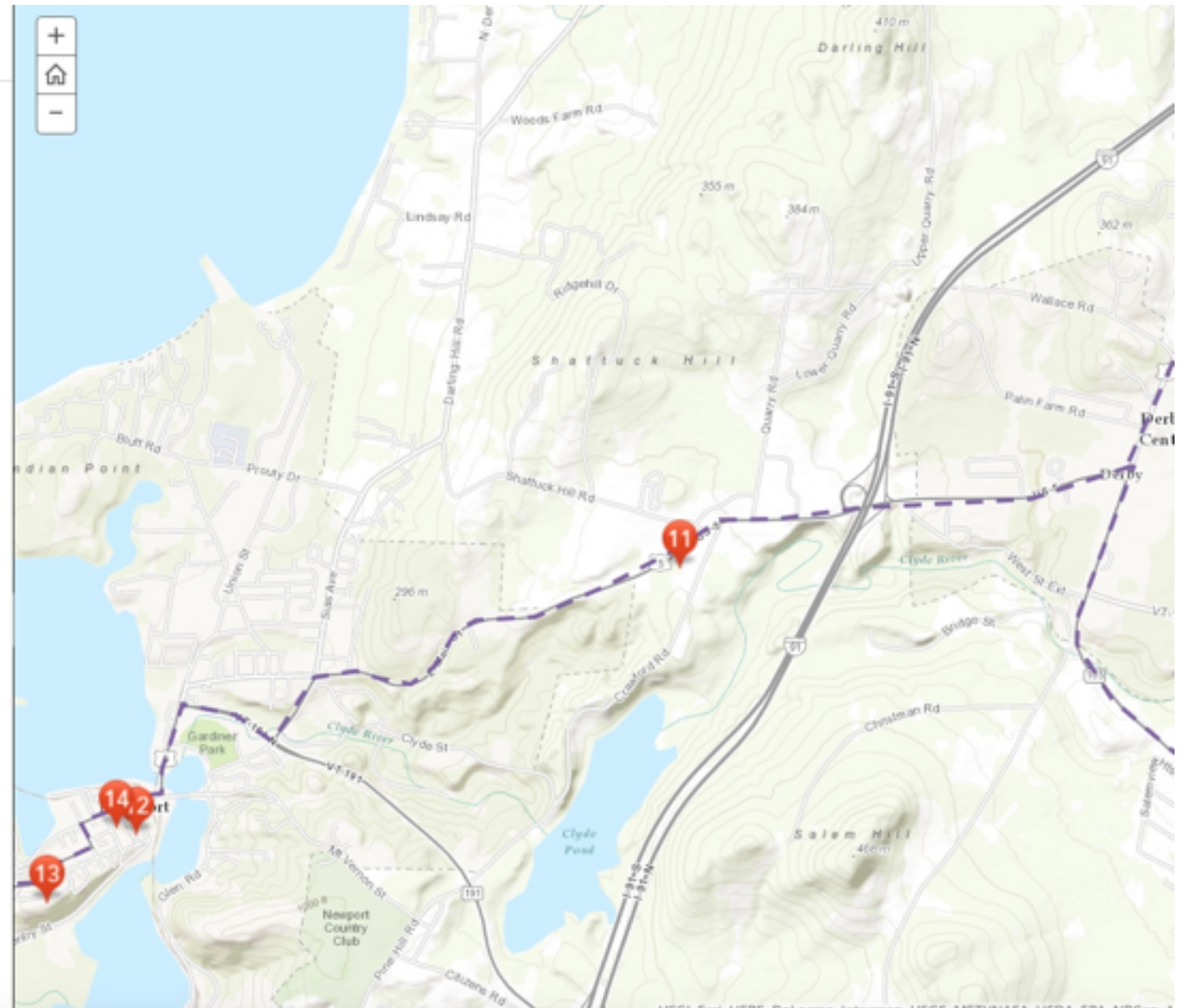
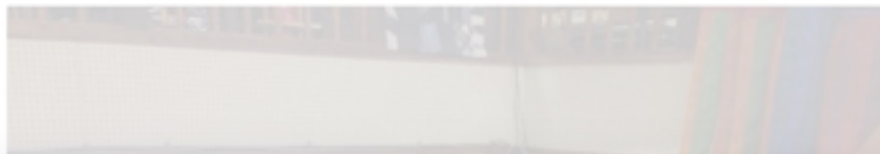
11 - A Strategic Compromise: Walmart in Derby, VT

For years the Preservation Trust has encouraged developers to work with our communities to consider appropriate scale (smaller than average) and location (downtowns) for new stores. Our goal with these battles is to not just delay, but to win. In the case of a new Walmart in Derby, we made the determination that there was no way we were going to win. We negotiated with the developer and received two things in return for not opposing: a \$200,000 mitigation fund to support downtown and village center revitalization efforts in and around Derby, Newport, Orleans county, and an agreement that the developer would not develop any more Walmarts in Vermont until 2020 unless they were in a downtown district. In addition, we were able to successfully encourage the governor to permanently increase the funding for the downtown and village center tax credit program by \$500,000.

Facebook Twitter

12 - The BEST Store: The Pick 'N Shovel, Newport, VT

Downtown Newport has struggled for many years but there is a lot of energy currently directed to revitalizing the downtown. One of the keys to a strong downtown is a strong retail anchor that serves residents: the Pick 'n Shovel is that, and more. You can buy anything here - hardware, clothing, sporting goods, pets—everything but groceries. As board friend Julius Rosenwald said, "I've never been in a store that sells both Makita circular saws and tarantulas."



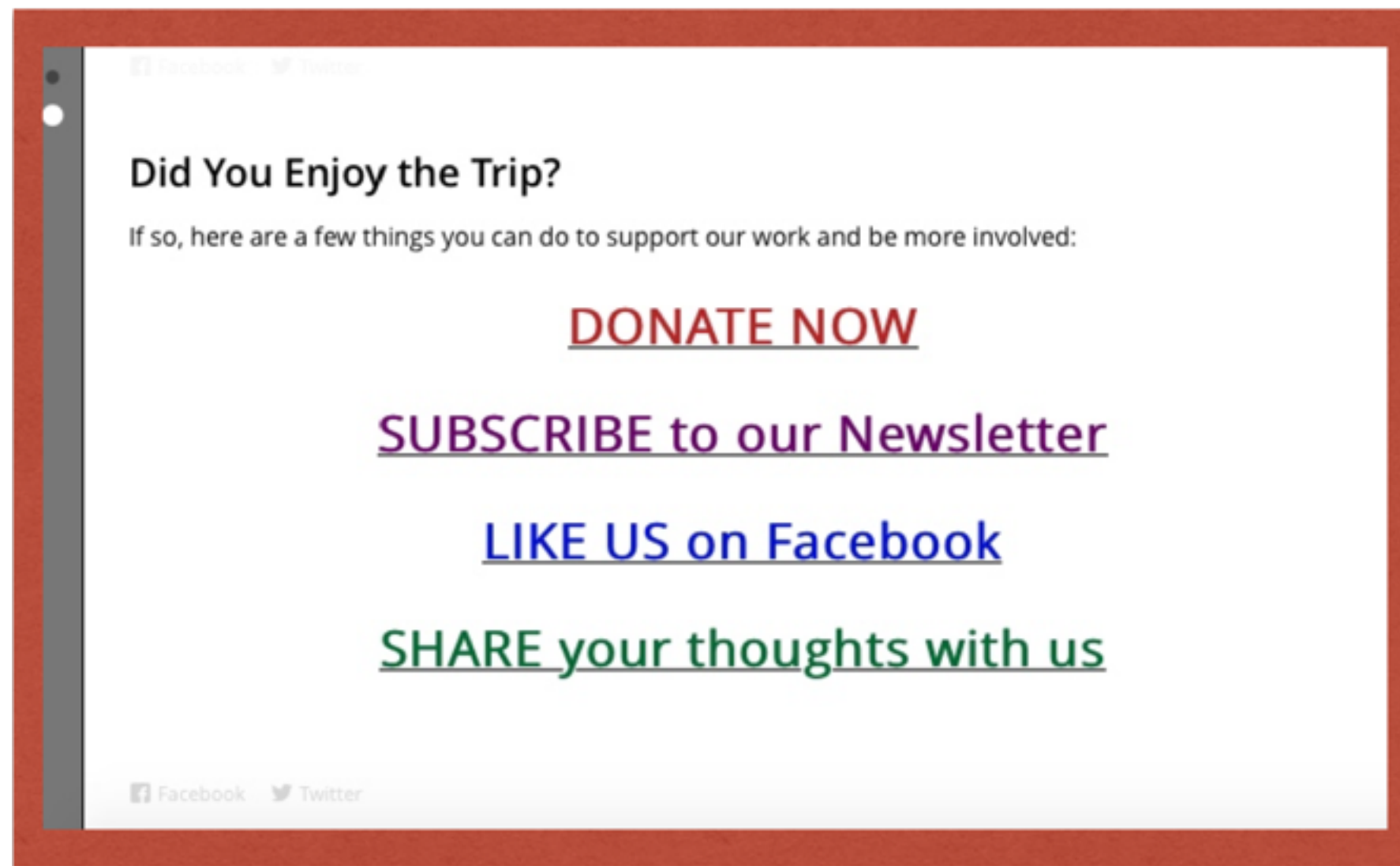
Text



Website
Newsletter
Facebook
Twitter
Instagram
Emails

Measuring Results?

- Metrics
- Goals & Objectives:
Helping?
Fundraising?
- Direct Email response



Newsletter: Constant Contact

The screenshot displays the Constant Contact dashboard for a user named 'plovermont'. The interface includes a top navigation bar with links to 'My Account', 'Pricing', 'Community', 'Apps & Services', 'Help', and 'Log Out'. Below this is a secondary navigation bar with tabs for 'Home', 'Email', 'Social Campaigns', 'Offers', 'EventSpot', and 'Survey'. The main content area is divided into several sections:

- Recent Work:** A section with three quick-action buttons: 'Create an Email', 'Try a Survey', and 'Create an Event'.
- My Emails:** A table listing recent email campaigns with columns for Edit, Copy, Name, Date, Status, and Opens.
- My Events:** A table listing upcoming events with columns for Copy, Name, Date, Status, and Registrants.
- Contacts:** A section showing '2616 ACTIVE CONTACTS' with links to 'Add contacts' and 'Sign-Up Tools'.
- Message Center:** A section indicating 'You have no messages'.
- Refer a friend:** A promotional banner for referring a friend and receiving a \$30 credit.

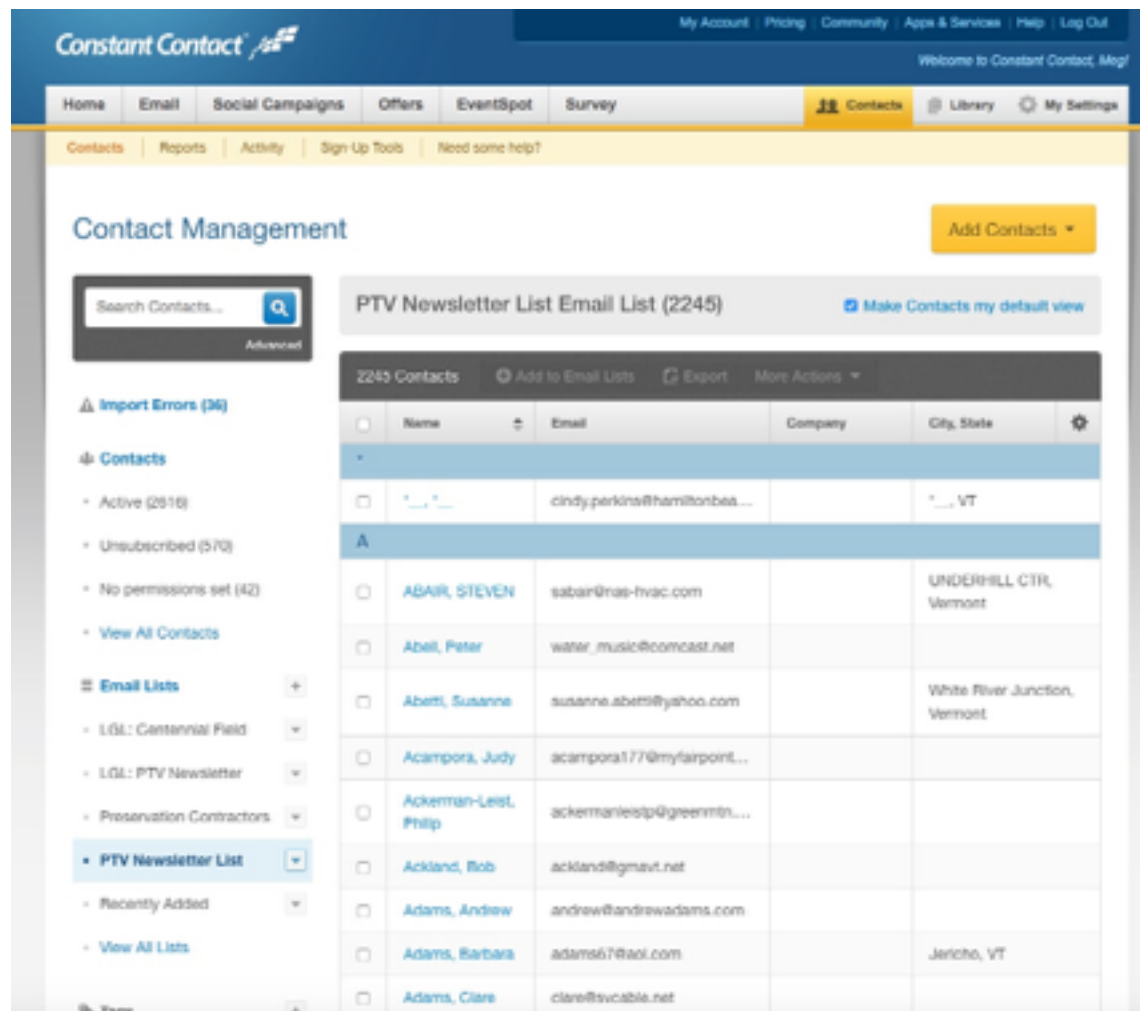
The dashboard also features a sidebar with a 'Contacts' section showing the total number of active contacts and a 'Message Center' section.

Edit	Copy	Name	Date	Status	Opens
		Board on the Bus Trip	2/24/2015	Sent	787
		PTV Mobile Friendly Newsletter	2/19/2015	Draft	--
		PTV's First President George Bush 1921-2015	1/28/2015	Sent	454
		Delivery Test	1/28/2015	Draft	--

Copy	Name	Date	Status	Registrants
	October 12-13, 2015 Libraries, Nonprofit-owned and Public Buildings	10/12/2015	Published	0
	September 14-15, 2015 Accessibility and Maintenance Planning for Historic Buildings	9/14/2015	Published	0
	July 20-21, 2015 Historic Preservation and Community Development	7/20/2015	Published	0
	June 25-26, 2015 Churches and Sacred Places	6/25/2015	Published	3

- 2245 Subscribers
- News
- Events
- Fundraising
- Alerts

Recent Newsletter Change: List Merge



The screenshot shows the Little Green Light Donor Management CRM website. The header includes the LGL logo and navigation links. A banner at the top reads 'Announcing LGL Forms!'. Below the banner, a large green arrow points right, with the text 'The donor management system you've been waiting for'. The main content area features four columns of text describing the system's benefits: Affordable, Powerful, Easy to use, and Simple to use. A sidebar on the right contains a video player and the website URL 'www.littlegreenlight.com'.

The donor management system you've been waiting for

Affordable. Powerful. Easy to use. Little Green Light is packed with tools to help you successfully manage your constituents and your fundraising efforts—all in one place. From donors to volunteers, members to alumni, donations to events, mailings to campaigns, our web-based donor management software helps you track all of the details about your constituents and their activities with your nonprofit.

New Feature! With LGL Forms you can create web forms and accept donations online.

Simple to use
LGL is simple to learn and easy to use. Our product development is focused on clarity and simplicity, so you can focus on what you do best - building relationships and garnering support for your nonprofit's mission. See for yourself: check out the features page or take a tour.

Powerful
While simple to learn and use, there's plenty of power under the hood. LGL is a robust nonprofit CRM designed for serious fundraising.

Affordable
We believe a good donor management system doesn't have to be expensive. We're committed to fair, inclusive pricing with no hidden costs or fees. Our monthly subscriptions start at \$39, and include all available features, unlimited users, nightly backups, training and support (phone and email).

Amazing support
The LGL team has years of experience in web-based software, business development, and, most importantly, real-world fundraising.

LITTLE GREEN LIGHT DONOR MANAGEMENT CRM
www.littlegreenlight.com
starting at just \$39/mo.

1200 to 2200 contacts

Constant Contact

My Account | Pricing | Community | Apps & Services | Help | Log Out

Welcome to Constant Contact, Meg!

Home | **Email** | Social Campaigns | Offers | EventSpot | Survey

My Emails | Create | Reports | Autoresponder | Archive

My Emails > What a Year! 2014 Preservation Trust of VT

STATUS **SENT**

Copy Resend

Email Stats

414
Opened
(32.1%)

1357
Sent

58
Clicks
(14.0%)

0
Forwards

66 Bounces
0 Spam Reports
0 Opt Outs

Printable Version

Email Settings

Subject: What a Year! The Trust in 2014

From Name: Preservation Trust of Vermont

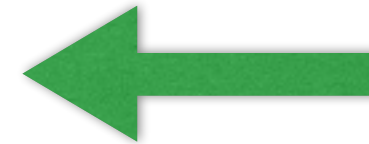
From Email Address: ptv@sover.net

Reply-to Email Address: ptv@sover.net

Send To Lists: PTV Newsletter List

Template Used: Newsletters - Contemporary II

Old Way



Constant Contact

My Account | Pricing | Community | Apps & Services | Help | Log Out

Welcome to Constant Contact, Meg!

Home | **Email** | Social Campaigns | Offers | EventSpot | Survey

My Emails | Create | Reports | Autoresponder | Archive

My Emails > Board on the Bus Trip

STATUS **SENT**

Copy Resend

Email Stats

788
Opened
(35.9%)

2812
Sent

223
Clicks
(28.3%)

0
Forwards

615 Bounces
2 Spam Reports
7 Opt Outs

Printable Version

Email Settings

Subject: February Preservation Stories

From Name: Preservation Trust of Vermont

From Email Address: meg@ptvermont.org

Reply-to Email Address: meg@ptvermont.org

Send To Lists: PTV Newsletter List

Template Used - Nonprofit Event

New Way



Changes with Storytelling: Responsive Design



The Preservation Trust of Vermont

Continuing Support for Vermont Communities Since 1980

104 Church St., Burlington, VT 05401 • 802-658-6647 • www.ptvermont.org

[What We Do](#) | [Help for Properties](#) | [News](#) | [Inspiration](#) | [PTV Properties](#) | [About PTV](#) | [Donate](#)

2015 Preservation Retreats Now Open for Registration

The Preservation Trust of Vermont announces the 2015 [Grand Isle Lake House Retreats](#) at the [Grand Isle Lake House](#). The Retreats are for anyone undertaking or considering a community development or historic preservation project. Even if you don't have a specific project, you are welcome to join us to share in the discussions.

Fundraising and Project Management June 8-9, 2015

What are some techniques that community projects are doing to successfully fundraise while enhancing the use of their historic buildings? Christine Graham www.cpgfundraising.com will be on hand for training on successful fundraising techniques. This retreat will also explore how to manage a rehabilitation project, work with grantors, contractors, and the community to assure success.

We are grateful to the [Vermont Division for Historic Preservation](#) for their partnership on this retreat.

[Register now!](#)



Churches and Sacred Places June 25-26, 2015

Churches and sacred places continue to play a critical role in the health and wellness of



Preservation Trust of Vermont

www.ptvermont.org

Dear Meg,

Every year in February -- yes, February -- the Preservation Trust of Vermont Board, staff and special guests climb aboard a comfy tour bus and go out into the field to learn about the range of projects and issues that define our work in Vermont.



This year, we toured Vermont's Northeast Kingdom. We walked through abandoned places, fully restored buildings, and much in between. We heard from students, teachers, contractors, volunteers, entrepreneurs, citizens, elected officials, and more. We witnessed our communities hard at work. **And perhaps most importantly, we experienced first-hand the transformative power of preservation in Vermont.**

We had a grand time, and we invite you to join us by visiting our [Preservation Story Map](#) or reading about select sites below.

Sincerely,

Paul Bruhn
Executive Director

Planning your digital story

1. **Focus your narrative using these questions**

- ▣ Who are you trying to engage?
- ▣ What action do you want them to take?
- ▣ Why would they take action?
- ▣ What information can you provide to influence their decision?

2. **Determine the scope of your story**

- ▣ Moment in time vs. longer story arc?
- ▣ Who should be participating in the story?
- ▣ What media is best to capture (images, videos, audio, etc.)?



Using Social Media
to Become a
Storytelling
Organization

Social Media Explained



I'm eating a #donut.



I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Watch me eat a donut.



My skills include donut eating.



Here's a donut recipe.



I'm a Google employee who eats donuts.

Blogs & Long-form Digital Stories

President's Blog: What's Stu-ing?

- > About the Community Foundation
- > Our Mission
- > Meet Our Staff
- > Meet Our Board
 - > Our Members
- > Investments & Publications
- > Who Works With Us
- > **President's Blog: What's Stu-ing?**
- > Watch Our Videos
- > By the Numbers
- > News & Events
- > Job Opportunities
- > Contact & Directions

Let Stu Know What You Think



Stuart Comstock-Gay
802-388-3355 ext. 223
[Email Stuart](#)

This is a space where Foundation President Stuart Comstock-Gay shares his thoughts and musings on giving and community:

Preparing Students For Vermont's Promising Jobs

Posted by: [Stuart Comstock-Gay](#) on 12/5/2014 | [0 Comments](#)

Cross-posted from the J. Warren & Lois McClure Foundation. Researcher Holly Tippet shares her thoughts on education and workforce development in Vermont.

[Read More](#)

Connecting Through Local Food This Thanksgiving

Posted by: [Stuart Comstock-Gay](#) on 11/25/2014 | [0 Comments](#)

Janet McLaughlin, director of the Food and Farm Initiative, shares her perspective on food and the depth of Vermonters' connections with each other.

[Read More](#)

Galway Kinnell—Vermont

Posted by: [Stuart Comstock-Gay](#) on 11/12/2014 | [0 Comments](#)

A tribute to Galway Kinnell, Vermont Poet Laureate, who passed away this fall.

[Read More](#)

Ice Buckets and David Letterman - Stu's 2014 Annual Meeting Speech

Posted by: [Stuart Comstock-Gay](#) on 9/12/2014 | [0 Comments](#)

Watch and read Stu's speech on giving, the ALS Ice Bucket Challenge, criticism, and community, delivered on September 10th, 2014 at our Annual Meeting.

[Read More](#)

An Issue We Can All Agree On: The Need for Early Childhood Education

Posted by: [Stuart Comstock-Gay](#) on 8/19/2014 | [0 Comments](#)

It's rare in modern America to see consensus about much of anything. Which is why the growing and near overwhelming consensus around the importance of early childhood education is so encouraging. It's one of the few issues where nearly everybody agrees.

[Read More](#)

<http://www.vermontcf.org/AboutUs/PresidentsBlogWhatsStu-ing.aspx>

Connecting Through Local Food This Thanksgiving

Posted by: [Stuart Comstock-Gay](#) on 11/25/2014



Janet McLaughlin directs the Food and Farm Initiative, our five-year effort to connect all Vermonters with healthy, local food. In the following guest blog, she shares her perspective on the depth of Vermonters' connections with each other. – Stu

My husband and I welcomed our second child in August—another handsome, healthy boy who we're looking forward to raising as a Vermonter. Just seven weeks after Ian's arrival, I fell down our stairs and broke my leg. And while I definitely cannot recommend caring for an infant and toddler while on crutches, the experience has provided an amazing window into the generosity of our Vermont community. Family and friends dropped what they were doing to care for us. Neighbors helped with babysitting and baby holding. And everyone, including my colleagues here at the Community Foundation, has helped us with a steady supply of healthy, hearty meals for weeks now.

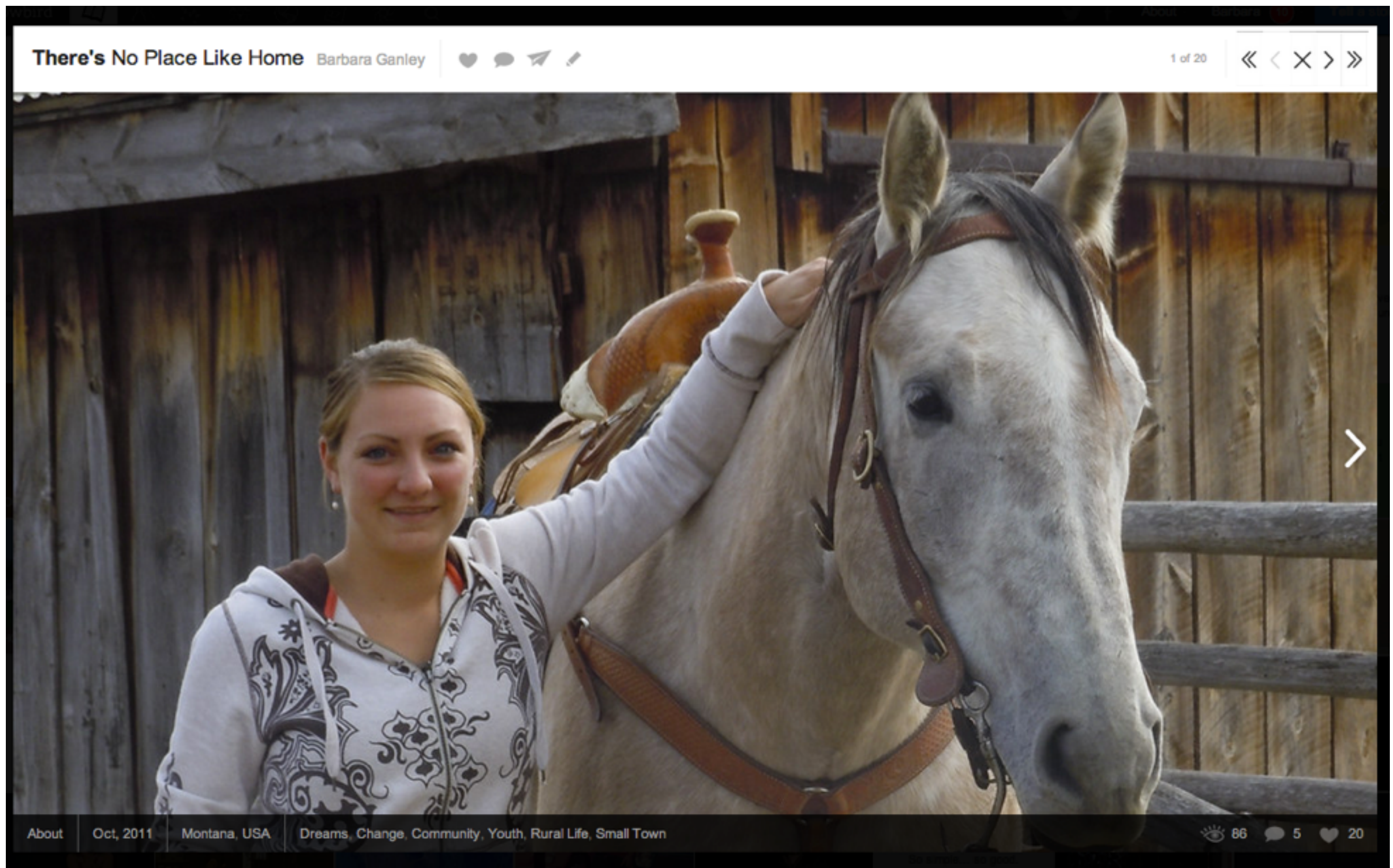
Blogs

Not all posts need be long...



Charity:Water

One Story/Three Platforms



http://cowbird.com/story/94912/Theres_No_Place_Like_Home/

THERE'S NO PLACE LIKE HOME

Asking for Story on a Plane Bound for Montana



Story by **BARBARA GANLEY**

POSTED IN **COMMUNITY**

JUNE 9TH, 2014



<https://bgblogging.exposure.co/theres-no-place-like-home>



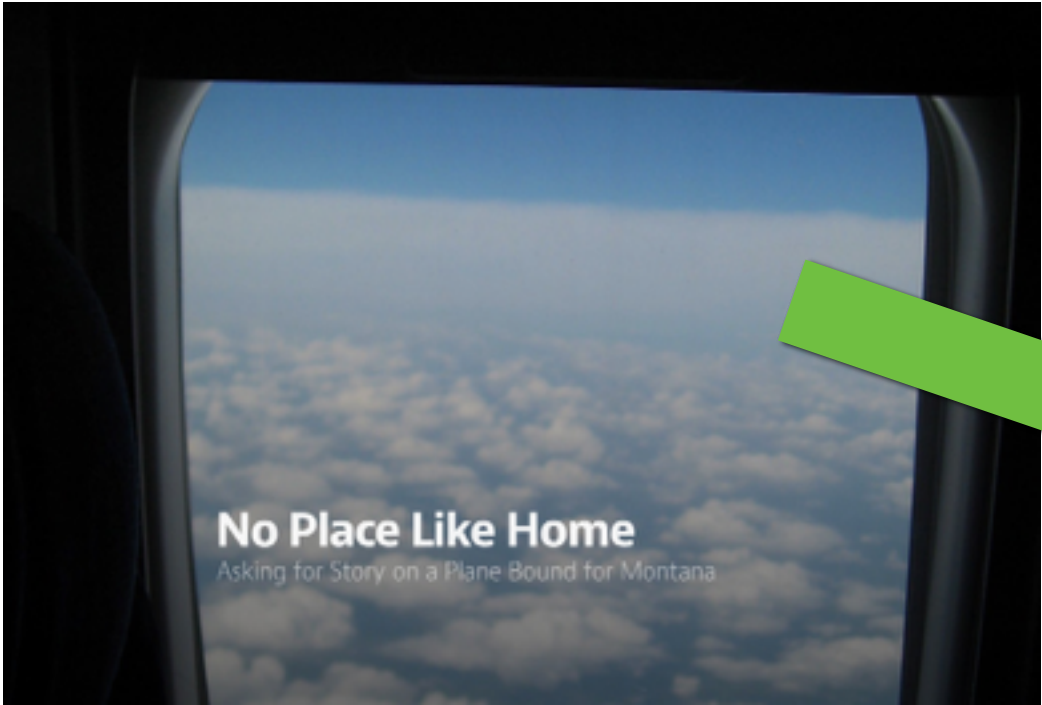
No Place Like Home

Asking for Story on a Plane Bound for Montana



<https://medium.com/@bgblogging/no-place-like-home-3f757ef519dc>

A Single Post Travels from Medium to...



<https://medium.com/@bgblogging/no-place-like-home-3f757ef519dc>

...Community Expressions Blog

Visual Storytelling Comparison: One Story, Three Platforms-Cowbird, Exposure & Medium

JUNE 10, 2014 BY BARBARA 2 COMMENTS (EDIT)



One story, three platforms. A modest page from my friend, Alan Levine-of [so Ways to Tell a Story](#)-fame's book: put through their paces powerful, elegant, free visual-storytelling platforms, in my case [Cowbird](#), [Exposure](#) and [Medium](#), platforms that seem, on the surface, pretty similar.

My questions: Do I really need all three? Does one stand out? How can I advise overwhelmed nonprofit storytellers as they make their way through a maze of storytelling choices on the Web?

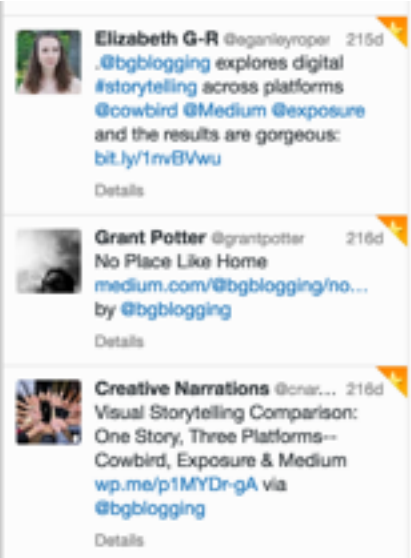
<http://bit.ly/1nvBVwu>

....to Orton Family Foundation Blog



<http://www.orton.org/blog/theres-no-place-home>

Via



Referrers to
No Place Like Home

SOURCE	VIEWS
facebook.com	245
email, IM, and direct	204
community-expressions.com/2014/06/10/visual-sto...	79
medium.com	36
twitter.com	36
medium.com/@bgblogging	24
joomag.com/magazine/the-voice-2/096624600141156...	21
Medium emails and notifications	20
orton.org/blog	12
google.com/url?sa=t&rc=t=j&q=&src=s&source=web&...	8
orton.org/blog/theres-no-place-home	8

<https://medium.com/p/3f757ef519dc/referrers>

Social Blogging: Tumblr



<http://spacewalk50.tumblr.com/>



Hunger Free Vermont

Our mission is to end the injustice of hunger and malnutrition for all Vermonters.

Hunger is a Twelve-Month Problem



Post by Marissa Parisi, Executive Director, Hunger Free Vermont

A few winters ago I was driving down Route 7 in January on one of Vermont's brutally cold days. At the corner of Marsee Road in Shelburne, I saw a woman hitchhiking and bundled in many layers. I felt compelled to give this woman a ride and get her out of the cold. I

<http://hungerfreevt.tumblr.com/>

Help Us With Our #ChangingCity Project

BY ARIELLA COHEN | NEXT CITY | DECEMBER 15, 2014



<http://bit.ly/1A4NmC8>

Igniting a project—
meeting people where they are



These stories of small connections and intimate geographies shouldn't get lost in policy debate or ideological arguments. Our hope is to start a conversation that can help us better understand the communities we cover and the myriad perspectives our readers bring.

We will publish the most compelling photos on NextCity.Org. Send a caption with your picture that explains what's going on and we will select the most interesting story to be reported by one of writers in an upcoming **feature**.

There are three easy ways for you to submit a photo and/or story about your changing city. Please make sure to include the location of your photo.

- On Twitter, tweet your photo and story using #ChangingCity. [Like this.](#)
- On Tumblr, post your photo and story to our blog [here](#). [Like this.](#)
- Email jeff@nextcity.org your photo and story.

Blogging Exercise

1. What value might blogging bring your organization?
2. Who would you be trying to reach?
3. Who might contribute to the blog?
4. Come up with one topic for a long post; one for a short post.
5. How will you use visuals?

Facebook

NOISE TO SIGNAL
Rob Cottingham · socialsignal.com/n2s



It was great meeting with you. Have your people friend my people.



Lund

Education · Counseling & Mental Health

Like

+ Follow

Message



Timeline

About

Photos

Reviews

More ▾

PEOPLE



1,196 likes

39 visits

Christopher Bray likes this.



Invite your friends to like this Page

ABOUT



Lund helps children thrive by empowering families to break cycles of poverty, addiction & abuse. Lund offers hope and opportunity to families.

<http://www.lundvt.org/>

✓ Suggest Edits

Post

Photo / Video



Write something on this Page...

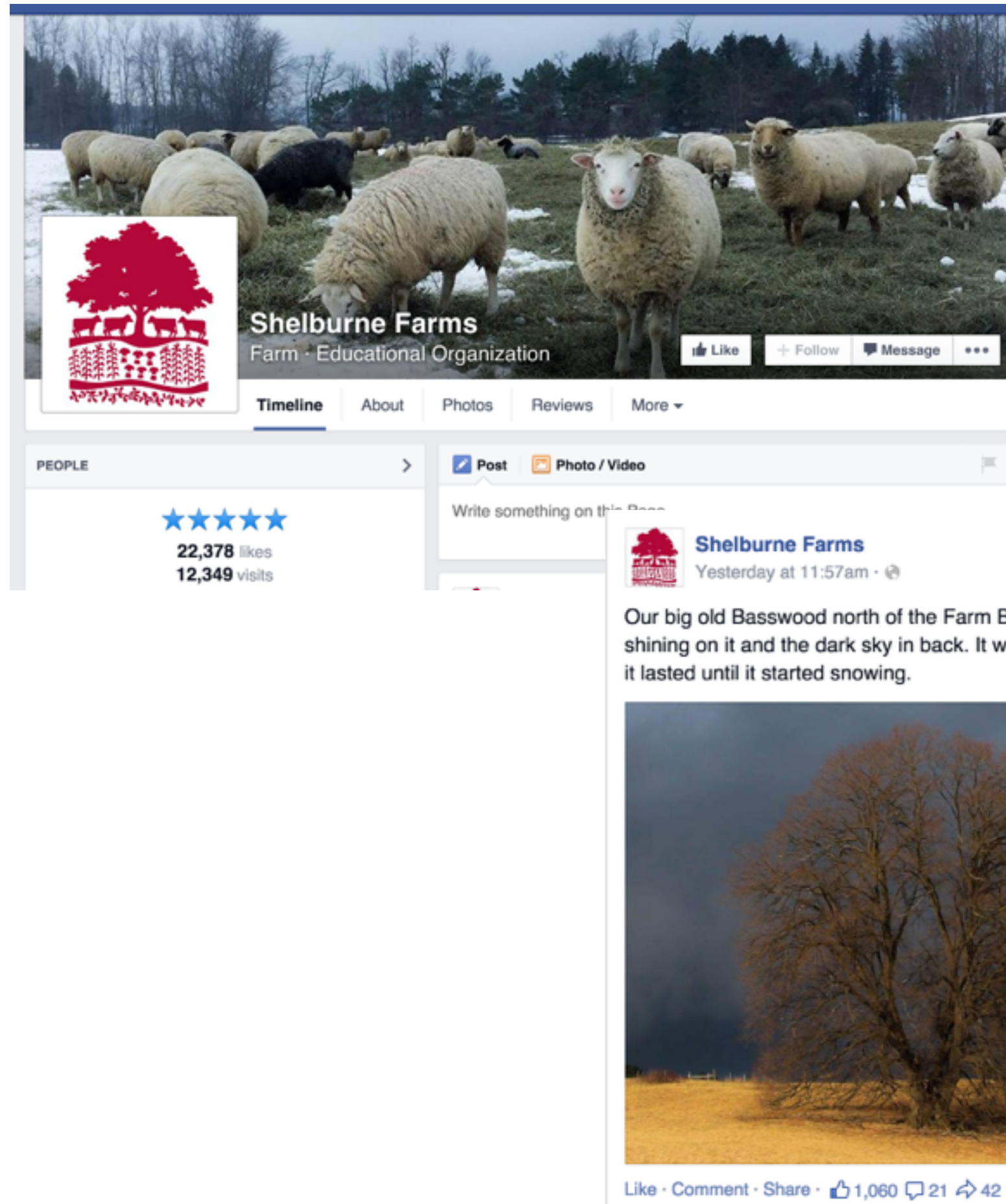


Lund

March 20 at 11:08am · 🌐

Today is International Day of Happiness! Helping children find joy in everyday things encourages happiness, imagination and connection with their own environment. People who notice the small miracles of daily life, and allow themselves to be touched by them, are happier.





The image shows a screenshot of the Shelburne Farms Facebook page. The cover photo features a group of sheep in a snowy field. The profile picture is a red logo of a tree with sheep underneath. The page name is 'Shelburne Farms' with the tagline 'Farm · Educational Organization'. Navigation tabs include Timeline, About, Photos, Reviews, and More. On the left, it shows 22,378 likes and 12,349 visits. A post from yesterday at 11:57am is visible, featuring a photo of a large tree in a field under a dark sky.

Shelburne Farms
Farm · Educational Organization

Like Follow Message

Timeline About Photos Reviews More

PEOPLE


★★★★★
22,378 likes
12,349 visits

Post Photo / Video

Write something on this post

Shelburne Farms
Yesterday at 11:57am · 🌐

Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.



Like · Comment · Share · 1,060 21 42

What do you notice about this FB page and post?

It's 6am, and I have already been awake for a few hours. Nearby fighting meant overnight business. Fortunately our patient was stable enough to go to the OR in the morning, and the surgical team could sleep a little longer than me!!

Day in the Life



Like · Comment · Share

80

677 people like this.

View 35 more comments

<https://www.facebook.com/msf.english>

<https://www.facebook.com/msf.english>

Yesterday at

is a great page!
t I took of my fav

comment

THIS PAGE

The Great Ta

Edinburgh C

Stirling Cast

g) - Privacy - Ter
© 2015

MARCH

Historic Scotland
December 29, 2014 · 🌐


It has been a busy old year at Historic Scotland... Here are a few of our highlights!


4,467 Views


Like · Comment · Share


👍 273 people like this. Top Comments ▾


🗨️ 33 shares

 **Rose Manor** Wonderful memories of a great FB page
Like · Reply · 🔄 1 · December 29, 2014 at 10:53pm

 **Historic Scotland** Thank you Rose, very kind of you to say so 😊
Like · December 31, 2014 at 5:28am

 Write a reply... 📷

 **Jim Mitchell** well done guys!
Like · Reply · 🔄 1 · December 29, 2014 at 6:05pm

 Write a comment... 📷

sites are open this weekend! <http://ow.ly/G9XTN>

Historic Scotland looks back on the year

<https://www.facebook.com/visithistoricscotland>



Historic Scotland

8 hrs · 🌐

Are you aching for adventure? Explore historic Dumfries and Galloway with our latest blog post: <http://ow.ly/H0lo2>



Like · Comment · Share · 👍 246 💬 1 ➦ 4

Weaving Social Media Story— FB to Blog



Heifer International

27 October · Edited ·

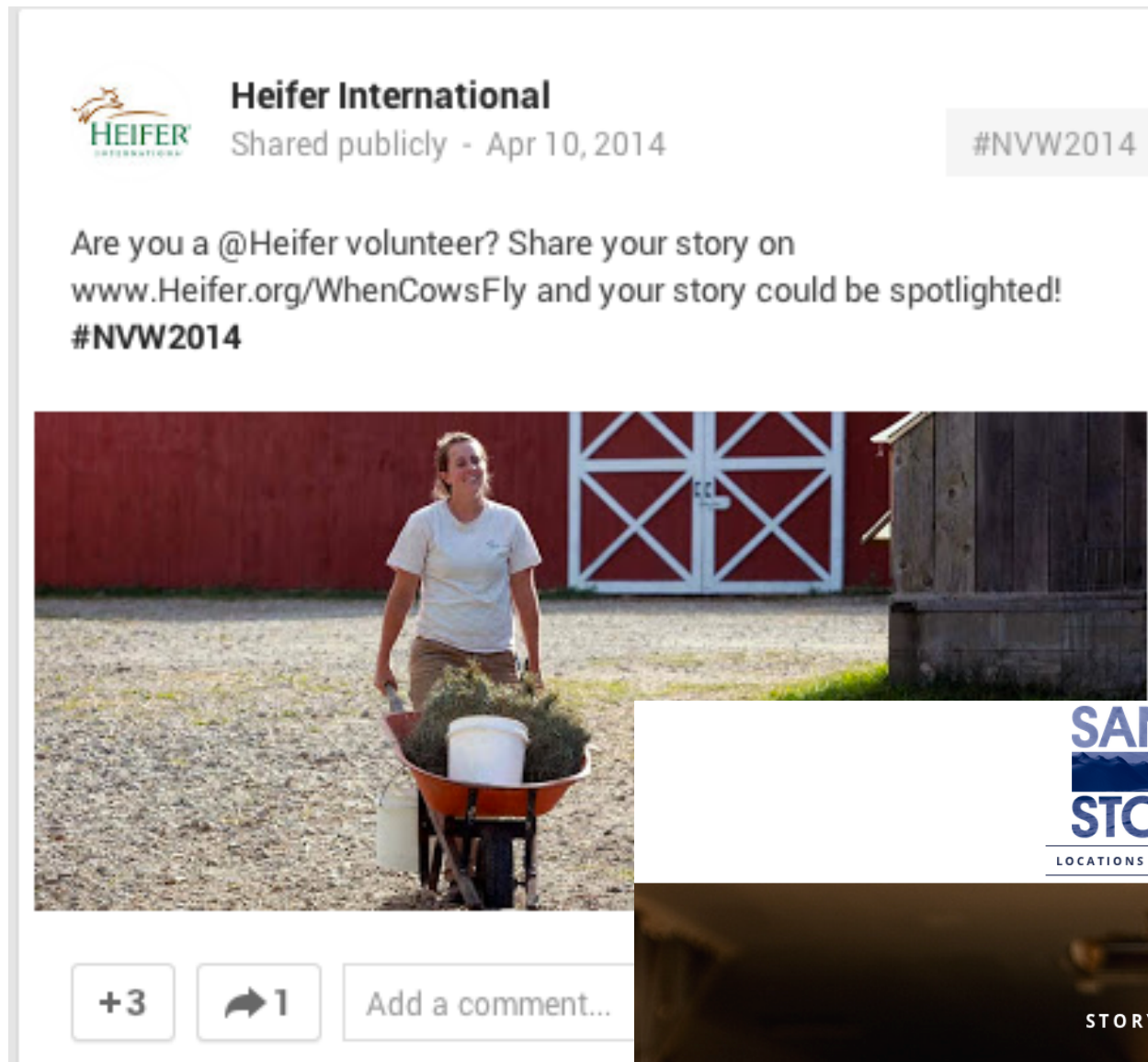
Photo of the Week: Thanks to you, the Sârbu family are beneficiaries of a water buffalo from Heifer International.



Like · Comment · Share · 949 1 94

Giving the story to the givers

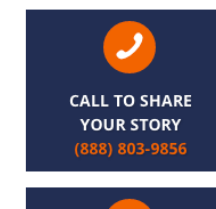
Participatory Projects



On Facebook
& Beyond



Featured



<http://www.sandystoryline.com/>

Old Stories Made New

Hashtags

#preservationtools
#preservationheros
#preservationinprogress
#preservationvt
#newpreservationists

**The Preservation Trust of Vermont**
Posted by Meg Boyle Campbell [?] · 9 hrs · 🌐

From Flooding to Flourishing: Vermont State Office Complex, Waterbury, VT. Downtown Waterbury was devastated by tropical storm Irene. There was a real risk that the state office complex would be abandoned and downtown would be twice devastated by losing 1500 employees. Fortunately the governor and the legislature agreed to a strategy of saving the most historically significant part of the complex and building a new office building to house the VT Human service agencies. When it opens in the spring of 2016 there will be 1100 state employees back in town.
[#preservationinprogress](#)



State Office Complex, Waterbury, VT
A few words from John Ostrum on the State Office Complex Post-Irene Renovation in Waterbury, VT
YOUTUBE.COM

100 people reached

Boost Post

Like · Comment · Share · 🍷 3



C



Bellows Falls Downtown Development Alliance (BFDDA)

shared Canal Street Beads's photo.

4 hrs · 🌐



Canal Street Beads

We're back in Bellows Falls.....Open on Saturday from 9am to 5pm. Stop in today and receive a free gift with any purchase! We are located at 17 Rockingham St.(across from the Vermont Pretzel Café and Windham Antiques).

Like · Comment · Share · 👍 11 💬 2

- Liking others
- Sharing
- Responding
- Commenting
- Conversing

Building Audience



Vermont State Historic Sites at Chimney Point State Historic Site, Addison, VT

8 hrs · Edited · 🌐

This was the scene 3 years ago today at Chimney Point. Contractors were hard at work removing the slips for the temporary ferries on the Vermont side of the Chimney Point-Crown Point crossing used while the new Lake Champlain Bridge was being constructed. The bridge opened in November 2011, and the landscape restoration work on both sides was completed in 2012.



Like · Comment · Share · 👍 5 ➦ 1



Page

Messages

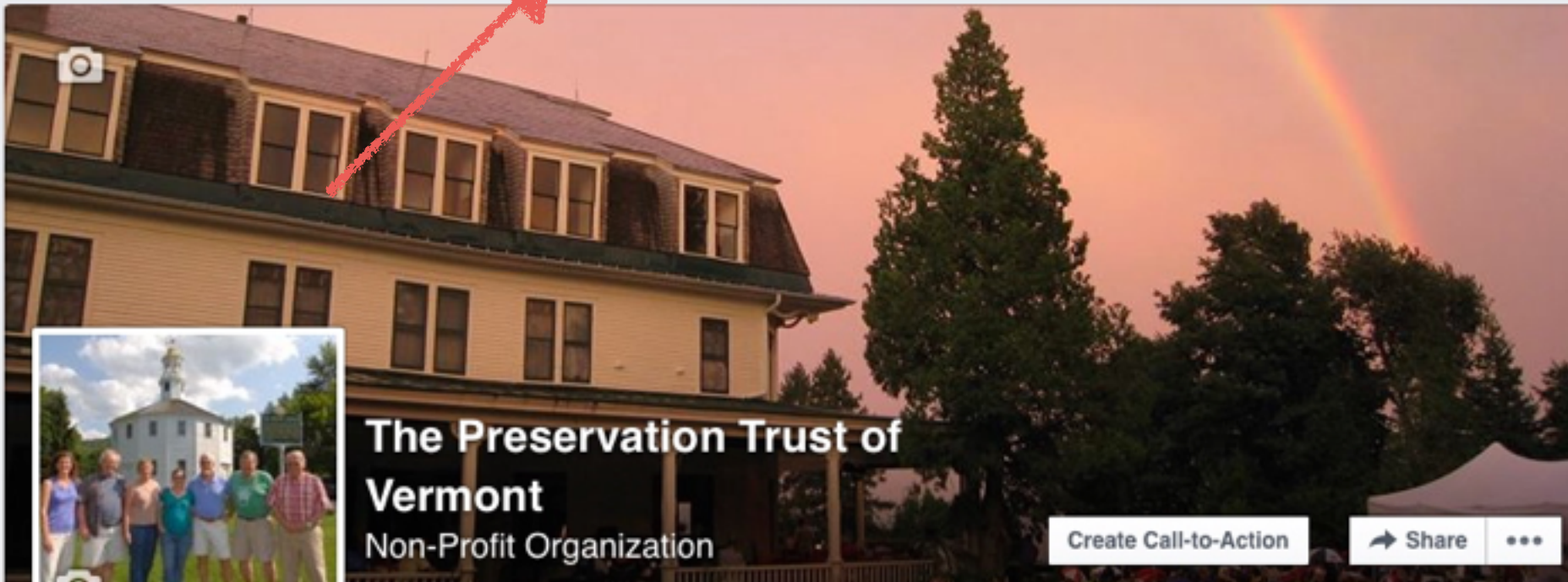
Notifications

Insights

Posts

Settings

Help ▾



The Preservation Trust of Vermont

Non-Profit Organization

Create Call-to-Action

Share



Timeline

About

Photos

Reviews

More ▾

PEOPLE



403 likes

4 visits



Reach a new milestone

500 Likes

Promote Page

ABOUT

www.ptvermont.org

The Preservation Trust of Vermont: Helping Vermont Communities Save and Use Historic Places

<http://www.ptvermont.org/>

Promote

APPS

Status

Photo / Video

Offer, Event +



What have you been up to?



The Preservation Trust of Vermont

Posted by Meg Boyle Campbell [?] · 9 hrs ·

From Flooding to Flourishing: Vermont State Office Complex, Waterbury, VT. Downtown Waterbury was devastated by tropical storm Irene. There was a real risk that the state office complex would be abandoned and downtown would be twice devastated by losing 1500 employees. Fortunately the governor and the legislature agreed to a strategy of saving the most historically significant part of the complex and building a new office building to house the VT Human service agencies. When it opens in the spring of 2016 there will be 1100 state employees back in town. [#preservationinprogress](#)



State Office Complex, Waterbury, VT

A few words from John Ostrum on the State Office Complex Post-Irene Renovation in Waterbury, VT

Promote ▾

THIS WEEK

0

Page Likes

142

Post Reach

UNREAD

0

Notifications

0

Messages

Recent

2015

2014

2013

2012

2011

Founded

See Your Ad Here



The Preservation Trust of ...
From Flooding to Flourishing:
Vermont State Office
Complex, Waterbury, VT.
Downtown Water...

3







Boost Post

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Likes, Comments & Shares

Page	Total Page Likes	New Page Likes	Posts This Week	Engagement This Week
1  The Vermont Arts Council	2.4K <div></div>	▼ 1.4% from last week	12	91 <div></div>
2  Vermont FEED (Food Ed...	2.1K <div></div>	0% from last week	9	105 <div></div>
3  Vermont Land Trust	1.8K <div></div>	▼ 1.1% from last week	2	42 <div></div>
4  Vermont Folklife Center	1.3K <div></div>	▼ 1.3% from last week	1	5 <div></div>
5  The Vermont Communit...	1.3K <div></div>	▼ 1% from last week	5	39 <div></div>
6  The Preservation Trust o...	403 <div></div>	▼ 1% from last week	2	7 <div></div>





The Preservation Trust of Ve...

[Home](#)

[Overview](#)
[Likes](#)
[Reach](#)
[Visits](#)
[Posts](#)
[People](#)

02/13/2015 11:00 am	The Preservation Trust of Vermont shared The Church Street Marketplace's photo.			49		0 4		Boost Post
02/12/2015 2:41 pm	Burlington Bus Station Strikes a Balance With Historic Landscape			136		14 6		Boost Post
02/12/2015 12:14 pm	Any historic preservationists out there looking for an exciting new opportunity? The Vermont Division			28		1 0		Boost Post
02/12/2015 10:55 am	And #1 goes to...Montpelier, VT!			170		4 17		Boost Post
02/09/2015 10:24 am	A good article on window restoration vs. replacement #preservationtools http://www.period-			46		1 4		Boost Post
02/09/2015 9:32 am	The crux of historic preservation, modern consumerism and even climate change in one			266		26 10		Boost Post
02/05/2015 1:21 pm	John Ostrum tells us about post-Irene #preservationinprogress at the Waterbury State			316		7 28		Boost Post
02/05/2015 12:27 pm	Bus trip day 2: More #preservationinprogress with a chat with the new community-minded owner of			125		13 11		Boost Post
02/05/2015 7:19 am	From PTV's Board on the Bus insider's tour of the unfinished third floor of the Brighton Town Hall.			257		12 24		Boost Post
02/05/2015 7:12 am	PTV board friend Julius Rosenwald: "I've never been in a store that sells both Makita circular saws			175		7 14		Boost Post
02/04/2015 2:09 pm	PTV Board witnesses St. Johnsbury Academy students hard at work at the St. J History and			348		23 36		Boost Post
02/04/2015 11:48 am	What better way to engage and involve the Preservation Trust Board? Take them on a bus tour			143		17 26		Boost Post

[See More](#)



Search for people, places and things



The Preservation Trust of Ve...

Home



Overview

Likes

Reach

Visits

Posts

People

Your Fans

People Reached

People Engaged

Check-ins

The people who like your Page

Women

60%

Your Fans

46%

All Facebook

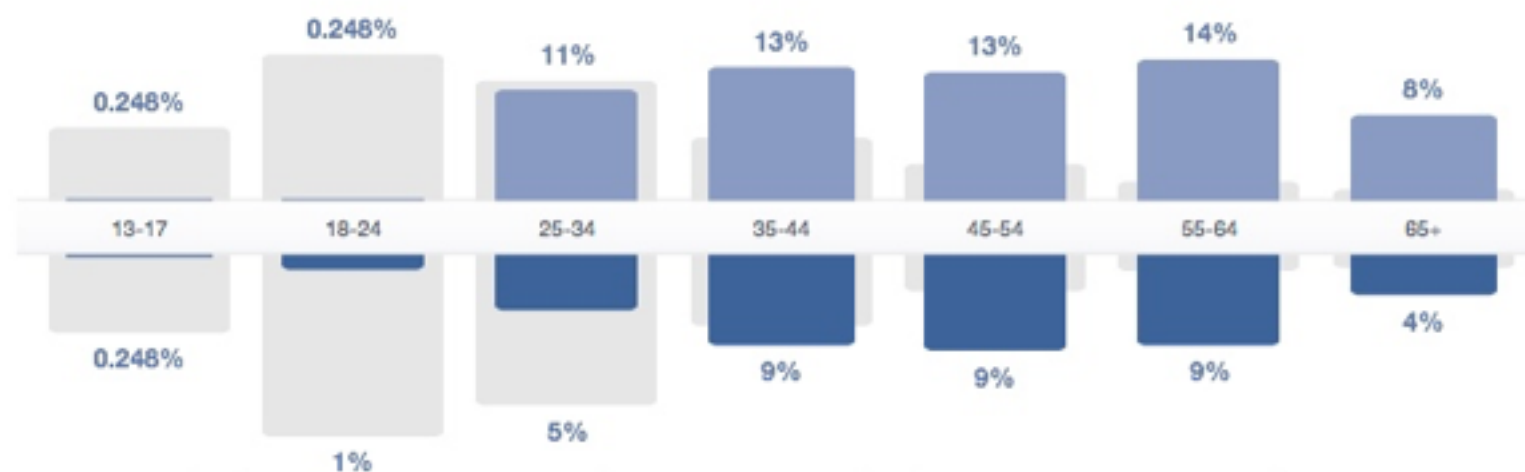
Men

38%

Your Fans

54%

All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	376	Burlington, VT	37	English (US)	380
India	2	Bennington, VT	17	English (UK)	9
Portugal	2	Montpelier, VT	13	Spanish	2
Canada	2	New York, NY	10	Portuguese (Portugal)	2
Costa Rica	2	Washington, DC	7	Spanish (Spain)	2
Italy	2	Boston, MA	6	Portuguese (Brazil)	1
Argentina	2	Bellows Falls, VT	6	French (France)	1
Puerto Rico	1	Philadelphia, PA	5	Persian	1
Senegal	1	Craftsbury, VT	4	Italian	1
Sweden	1	Williston, VT	4	Swedish	1

See More

The screenshot shows the Facebook Developers website. The top navigation bar includes links for Developers, My Apps, Products, Docs, Tools & Support, and News. A search bar is located on the right. The left sidebar contains a list of product docs, with 'Sharing' highlighted. The main content area is titled 'Sharing Best Practices for Websites & Mobile Apps'. It is divided into two sections: 'For Websites' and 'For Mobile Apps'. The 'For Websites' section includes a paragraph about reaching existing fans and a list of seven best practices. The 'For Mobile Apps' section includes a paragraph about helping mobile app developers and a list of five best practices. The bottom section of the page is titled 'Sharing Best Practices for Websites' and lists the first best practice: '1. Use Facebook Insights to measure the success of your content'.

Product Docs

- Ads for Apps
- Ads for Websites
- App Events
- App Links
- Audience Network
- Games
- Insights
- Login
- Marketing API
- Payments for Games
- Sharing**
 - Overview
 - iOS
 - Android
 - Web
 - Webmasters
 - Open Graph Stories
 - Best Practices**
- Social Plugins
- App Development

Sharing Best Practices for Websites & Mobile Apps

For Websites

We want all websites-- and in particular news sites, magazines, blogs, and other media sites-- to easily reach their existing fans and grow their fan base. Follow these best practices to give people the most engaging Facebook experience.

1. Use Facebook Insights to measure the success of your content
2. Make sure the Facebook Crawler can access your site
3. Use proper Open Graph tags to drive distribution
4. Optimize images to generate great previews
5. Use the URL Debugger to debug your Open Graph tags
6. Encourage your content creators to turn on Follow
7. Use our translation tools to localize your content

For Mobile Apps

We also want to help mobile app developers make it easy for their users to become their advocates. Building app experiences that people understand and trust is key to successfully using Facebook Sharing. Below are some best practice we highly recommend you follow:

1. Ask for permissions to publish explicitly when people share
2. Use App Links to link into a specific location in your app from Facebook to enable a seamless experience
3. Make your stories more engaging and customized with Open Graph
4. Use Message Dialog for private sharing
5. Use App Insights to track your metrics

Sharing Best Practices for Websites

1. Use Facebook Insights to measure the success of your content

Facebook Insights provides developers and site owners with metrics about their content. You can view the reach of particular stories, track creation and consumption of pieces of content, and view demographics of who is sharing and engaging with your content. By understanding and analyzing these trends, you'll be better equipped to improve your site and create the best sharing experience.

English (US) ▾

Developer Tools

<https://developers.facebook.com/tools>

To Promote or Not to Promote?

Get More Page Likes


Ad Preview

Desktop News Feed

Mobile News Feed

Right Column

Suggested Page




The Preservation Trust of Vermont

Sponsored

www.ptvermont.org

The Preservation Trust of Vermont: Helping Vermont Communities Save...



The Preservation Trust of Vermont

Non-Profit Organization

403 people like this.

Like Page

Create Your Ad

Hide

Image [?]

Upload

Reposition Image

Text [?]

1

www.ptvermont.org

The Preservation Trust of Vermont: Helping Vermont Communities Save...

Choose Audience

Edit

Location - Living In:

United States

Interests:

Architecture, Vermont, History, Nonprofit organization or Community is...

Excluded Connections:

Exclude people who like The Preservation Trust of Verm...

Age:

18 - 65+

Placements:

on News Feed and right column on desktop computers or News Fe...

Choose Budget

Hide

Daily budget [?]

\$20.00

▼

Est.

16 - 66 likes per day

Schedule [?]

☐ Run this ad continuously

☒ Choose when this ad will end

Cancel

Promote Page

⚙

Terms & Conditions



Green Mountain College

3 hrs · 🌐

Opening Night! The College's theater department presents the one-act satirical comedy "Sister Mary Ignatius Explains it all For You" by Christopher Durang. Murder, mayhem and absurdity abound! Check it out tonight or tomorrow in Ackley Theater at 8 p.m.



Like · Comment · Share



Discover St. Johnsbury

6 hrs · 🌐



Like · Comment · Share · 🍷 3

Vermont Youth Conservation Corps liked this.



Vermont Cheesemakers' Festival shared Vermont Cheese Council's photo.

Yesterday at 5:27pm · 🌐

Say... Winning Cheeses!



Vermont Cheese Council

Congratulations to "US Championship Cheese Awards" Winners from Vermont!

Grafton Village Cheese Company.- Clothbound, Cave Aged Cheddar

Cellars at Jasper Hill- ...

[See More](#)

Like · Comment · Share · 🍷 41

12 Ways People Talk about you with FB Friends

- 1) Like a post from your Page
- 2) Comment on a post from your Page
- 3) Share a post from your Page
- 4) Answer a Question
- 5) Mention your Page in an update
- 6) Tag your Page in a photo
- 7) Tag their friends in a photo you post
- 8) Like your Page
- 9) Post an update on your Page
- 10) RSVP to an event on your Page
- 11) Check into your Facebook Place
- 12) Writing a recommendation about your Page



7 Things to Consider Before Calling it Quits on Facebook in 2015

If your Facebook strategy is currently reliant on overly promotional posts, you can expect to see organic reach decline in 2015.

But there are steps you can take to set yourself up for success right now..

- 1. Identify your top performing posts from 2014**
- 2. Experiment with timing and frequency**
- 3. Check for context**
- 4. Develop an advertising budget**
- 5. Experiment with different networks**
- 6. Move relationships beyond Facebook**
- 7. Keep your details up-to-date**

Facebook Exercise

1. Who should you be reaching (better) through FB?
2. What larger visual narrative could you tell through smaller FB stories?
3. How might you use FB to bring your audience to your blog &/or website?
4. Come up with ideas for 2 FB posts unlike anything you've done before but that you could do tomorrow.

Twitter

Pin it

NOISE TO SIGNAL
RobCottingham.com



I had to quit Twitter. I ran out of ways to say how awesome and amazing I am without actually saying how awesome and amazing I am.



Twitter Examples

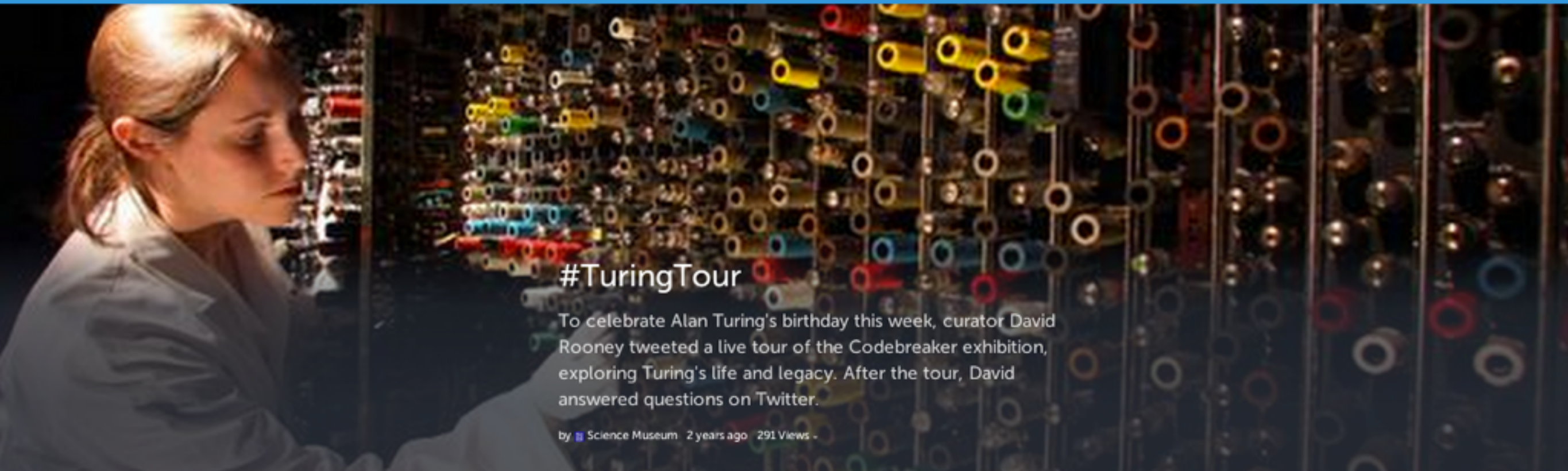


https://twitter.com/PPS_Placemaking

Twitter Participatory Projects

Storify by JayPryde

Search Stories... [Log In](#)




#TuringTour


To celebrate Alan Turing's birthday this week, curator David Rooney tweeted a live tour of the Codebreaker exhibition, exploring Turing's life and legacy. After the tour, David answered questions on Twitter.

by [Science Museum](#) 2 years ago 291 Views

In the lead up to the tour, we tweeted to raise awareness and encourage people to follow using the [#TuringTour](#) hashtag.

 **Science Museum** [@sciencemuseum](#) [Follow](#)

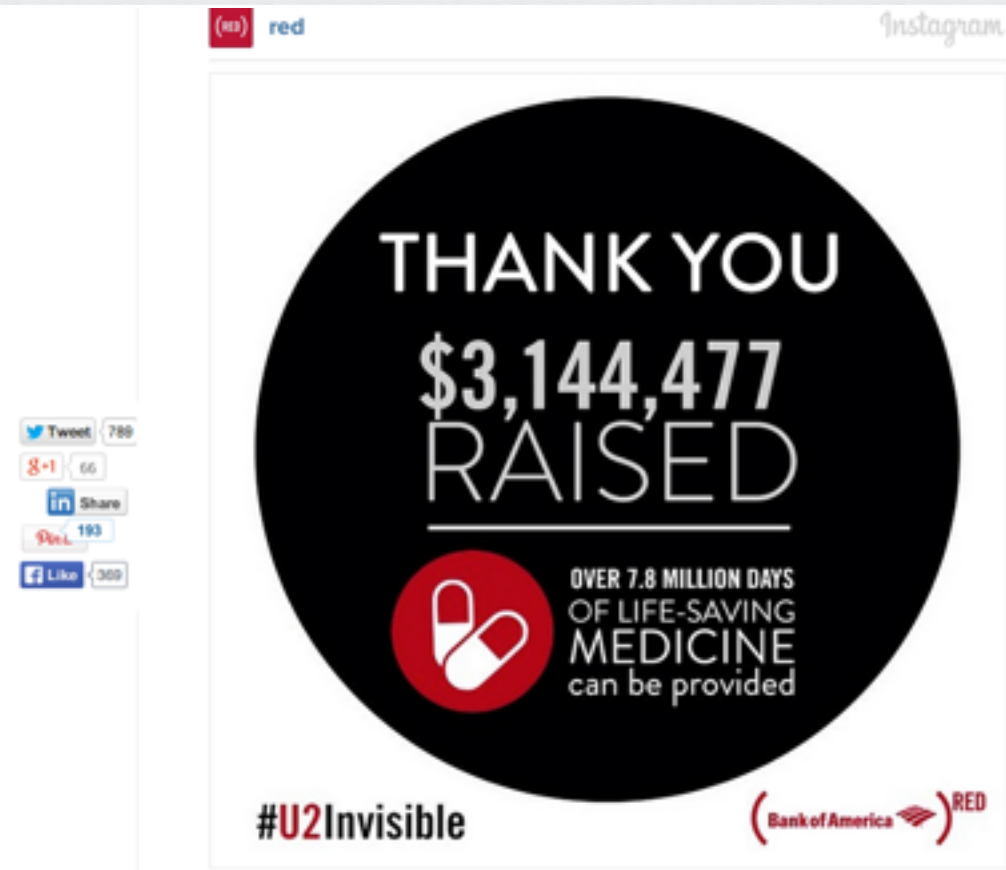
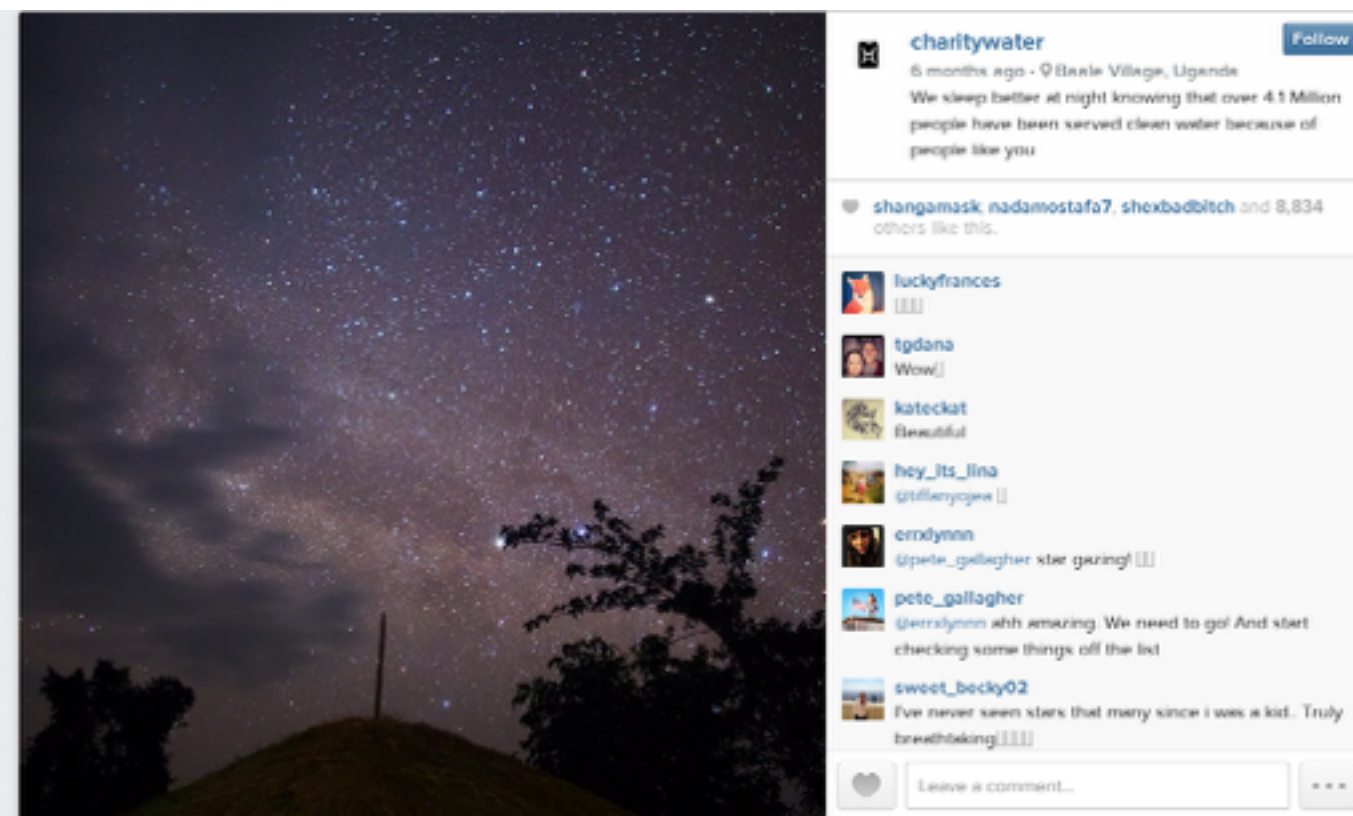
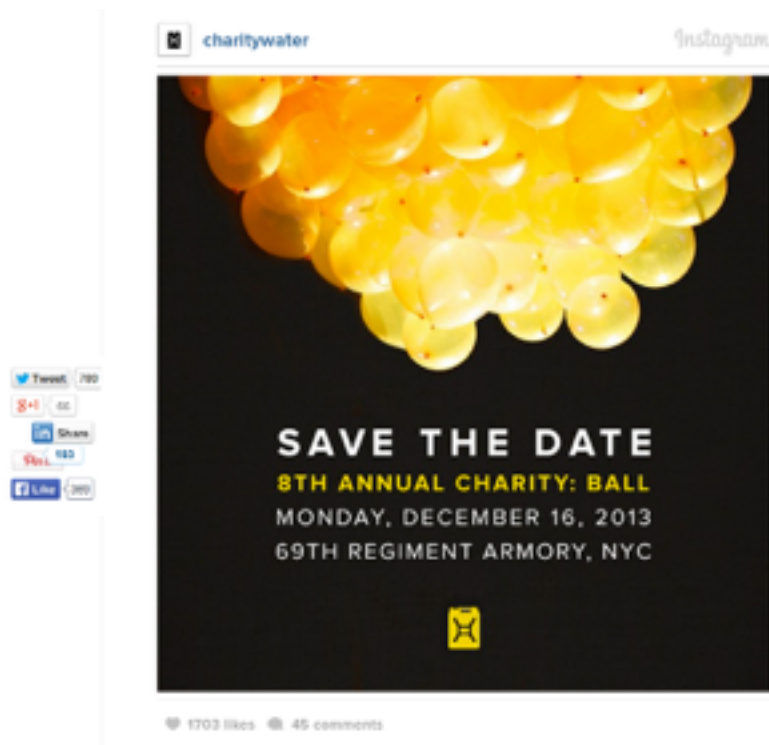
Follow our [#TuringTour](#) next Tuesday evening (6-7pm BST) to get a guided tour from curator David Rooney [@rooneyvision](#)
blog.sciencemuseum.org.uk/collections/20...
7:36 AM - 12 Jun 2013
10 RETWEETS 1 FAVORITE

 **Simon Singh** [@SLSingh](#) [Follow](#)

RT [@sciencemuseum](#): We're tweeting a tour with our curator next Tues at 6pm via [#TuringTour](#) [ow.ly/m1DkS](#)

<https://storify.com/sciencemuseum/turingtour>

Instagram



A recent example of this was the **Queensland Instameet**. In October 2014, **@queensland** hosted a world record breaking Instameet with 88 events on the one day with over 1000 participants.

What is an Instameet?



Run away & take photos





oceana

Instagram



Tweet 789

66

Share

193

Like 369

♥ 175 likes 💬 0 comments

Social Media Image Size Cheat Sheet 2015

All dimensions listed in pixels.



Facebook

Cover photo 851x315
Profile photo 180x180
Tab 111x74
Link image 1200x627
Shared image 1200x1200



Twitter

Header 1500x500
Profile photo 400x400
Shared photo 1024x512
In-stream photo preview 220x440



Google+

Profile photo 250x250
Cover photo 2120x1192
Shared image [minimum] 250x250



LinkedIn

Standard logo 100x60
Square logo 50x50
Banner image 646x220
Shared image size limit 100 MB



Pinterest

Profile photo 600x600
Board thumbnail 222x150
Pin 600x ∞




Instagram

Profile photo 161x161
Image viewed on desktop in lightbox as 612x612
Image feed 510x510



YouTube

Profile photo *Pulled from Google+*
Channel Art 2560x1224
Custom Video Thumbnail 1280x720



Finding Your Way



twitter



wordpress



facebook

First Draft of a Story Project



youtube



instagram

What

Why

Mission Goal

Project Objectives

Audience

Who/Relevance/Resonance/
Location/Actions









Channels/Media

Project Ideas

Evaluation

2 Platform guide

Which platform will you use for what activities?

Platform	Priority (high, medium, low)	What will you do on this platform (per activity)
 Your website		
 Facebook		
 Twitter		
 Instagram		
 Pinterest		
 You Tube		
 Flickr		
 Blog		

From Digital Engagement Booklet by Jasper Visser & Jim Richardson

Storytelling Strategy

?

What makes for an effective storytelling organization?

- Senior management promotes a storytelling culture
- Everyone in the organization understands the organization's values and what makes a compelling, strategic story
- The organization has developed a storytelling strategy, supported by appropriate content and platforms
- Meaningful metrics are used to evaluate the effectiveness of storytelling

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Why do we need stories and storytelling?

Where will we use stories/telling?

What will success look like?

What? So what? Now what?

BUILDING YOUR STORYTELLING STRATEGY

- ** Less can be more
- ** Ask “What for” then “What”
- ** What about the **social** in social media?
- ** What unique story do you have to tell and value to offer?
- ** How are you weaving the **bigger story** by choosing channels to match stories & linking between versions and back to your website

Story Bank

Over-arching Narrative of Organization

Compel to action

Connect

Develop

Inform

Steward



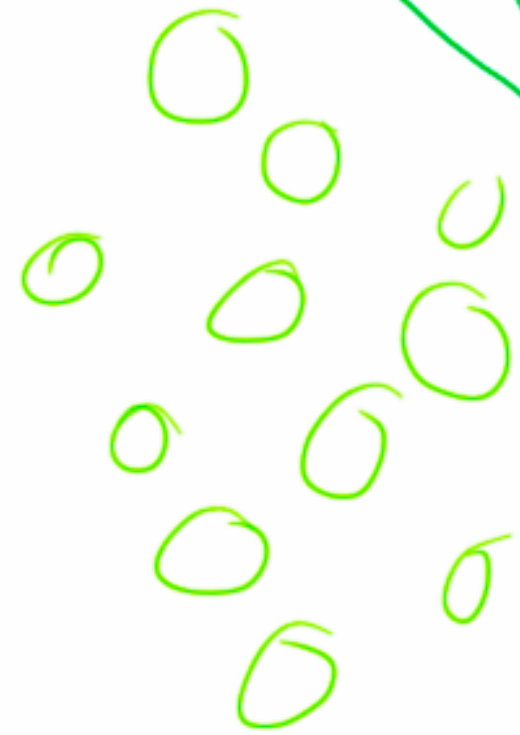
Future Stories



Change Stories

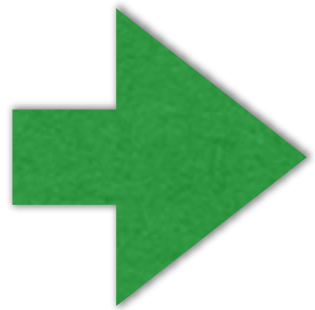


Donor Stories



Staff Stories

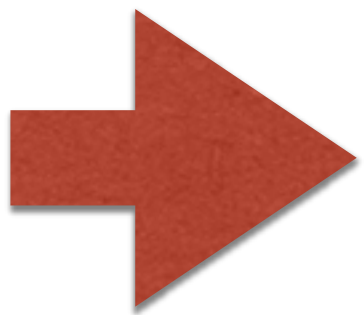
A Question of Capacity



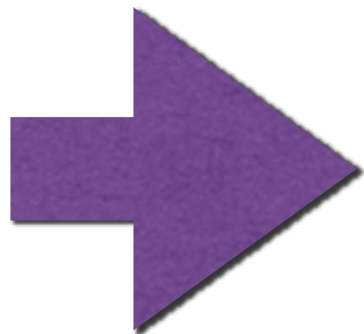
What stories do you already have? Do you need?



What channels/media can/should you employ?



What do you need help doing? Who might help?



How will you evaluate your efforts?

A wooden staircase with a handrail leads up a grassy hill. The sky is blue with white clouds. The text is overlaid on the top part of the image.

Four Steps We Can Take Right Now

(What to tell my co-workers tomorrow)

4.

3.

2.

1.

Workshop Resources

If you have follow-up questions, feedback, or ideas you'd like to share with us, please contact us at:

Barbara Ganley @bgblogging (Twitter)
bgblogging@gmail.com
(802) 989-1885

Meg Campbell @preservationvt
meg@ptvermont.org
(802) 442-8951

Community Expressions, LLC Website: <http://community-expressions.com>

Resources for this Workshop (A Long List of Readings, Examples, How-tos):