Capturing Childhood
Digital Storytelling in Your Museum
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What is Digital Storytelling?

Digital stories are short, personal, multimedia tales. Bringing together video, audio, text, photography, digital technology are the tools that allows us to create stories about our world and invite people to be a part of them. New kinds of technology, new kinds of storytelling!
What is the story you are sharing?

Think like a storyteller! Understanding why and how stories are being produced, and encourage our storytellers and collaborating partners to share their stories in ways that support positive individual and collective change.
Storytelling in Action: CMD’s Artist-in-Residence Program

• **Program overview**
  – New artists quarterly
  – Open studio hours
  – Workshops
  – Art installation

• **Modes of Communication**
  – Blog
  – Facebook
  – Instagram
  – Videos
Sharing the Story: Blogs and Social Media

**The Artist-in-Residence Blog**

Stories, news and updates from the Artist-in-Residence Program at the Children’s Museum of Denver at Marsico Campus.

**Ninja Painting**

May 13, 2017 • @museum

After carefully covering the floor and overhead projector, removing his glasses, trading his pristine kicks for paint-splattered Converse and blasting the jams, Armando was ready to show kiddos and their grown-ups that painting does not have to be stationary art.

Want to learn some ninja painting skills? Come to Armando’s open studio hours, now through July!
Sharing the Story: Highlight the Experience
Sharing the Story: To Teach and Reach New Audiences

how to make your own print
with artist Jennifer Ghormley
Sharing the Story:
The Artists

giantsandpilgrims • Following
Children’s Museum of Denver at Marsico ...

giantsandpilgrims Today is my last open studio for my artist in residence time at the Denver children’s museum. Just posted a blog post with lots of fun pictures and stories. Link in profile

childrensmuseumdenver We are going to miss you!
catherinecello You’re so beautiful

76 likes
OCTOBER 13, 2017

Add a comment...
Storytelling in Action: MCM’s Bunnies and Butterflies

• Program overview
  – Annual event
  – Celebrates the change of seasons
  – Teaches about pollinators
  – Features MCM’s outdoor spaces

• Modes of communication
  – Facebook
  – Instagram
  – Videos
Sharing the Story: Social Media

Mississippi Children's Museum added 40 new photos to the album: Bunnies & Butterflies 2018 — at Mississippi Children's Museum.

Published by Lindsay McMurtry · March 31

Bunnies & Butterflies was so much fun! At MCM we celebrated Spring with Sunflower planting, bunny ear & butterfly wing making, bubble science, and egg races. To make it even better children were able to pet live bunnies from Hoof & Woof Ranch and watch 150 Painted Lady Butterflies be released into the Literacy Garden!

Mississippi Children's Museum
Published by Lindsay McMurtry · March 31

Did you visit MCM for Bunnies & Butterflies today? We had such a fantastic day celebrating Spring!
Sharing the Story: Highlight the Experience
Storytelling in Action: CCM’s Heart and Seoul Exhibit

• Program overview
  – Heart and Seoul Exhibit
  – Diverse programming
  – Workshops
  – Partnerships

• Modes of Communication
  – Vlog
  – Facebook
  – Instagram
  – Videos
Sharing the Story: Vlogs and Social Media
Sharing the Story:
Highlight the Experience

**chicagochildrensmuseum**
Chicago Children's Museum

Liked by ms_giannini, huedotart and 30 others

**chicagochildrensmuseum**
Heart & Seoul: Growing up in Korea invites families to examine and celebrate Korean culture from the perspective of five Korean children. Celebrating diversity provides children a sense of pride and empowerment, especially when they contribute their voices and ideas to an inclusive and welcoming community. For the next few months, we’ll be showcasing the cultural contributions of our visitors to this community — one culture at a time.

#Many Cultures One Museum
#HeartAndSeoul
#ChicagoChildrensMuseum

Liked by ms_giannini and 8 others

**chicagochildrensmuseum**
"Our culture means a lot to us because it’s where we came from. It’s something we think should be instilled in every generation— which is why it’s really important for us to have those discussions."

#Many Cultures One Museum
#HeartAndSeoul
#ChicagoChildrensMuseum
Sharing the Story:
To Teach and Reach New Audiences

Chicago Children's Museum

If you haven't yet, check out our Heart & Seoul exhibit open through May 6. Special thanks to WTTW - Chicago PBS for featuring us!

WTTW - Chicago PBS

The exhibit at the Chicago Children's Museum allows kids to continue to experience elements of the Korean culture they've seen glimpses of on TV.

chicagochildrensmuseum

Join us and the Korean School Association of the Midwest at 11am and 2pm as we explore the language and alphabet of Korea! Learn about the history of Hangeul, look at Korean books, write Korean names, and more! #ChicagoChildrensMuseum
Tips and Tricks

• Try different angles
  – Get on their level
  – Shoot from above
  – Look for their perspective

• Let them run the show
  – Capture moments
  – Be patient
  – Look for their personality
Getting Permission

Notice of Photography

By entering this area, you grant your consent, and the consent of any minors under your guardianship, to appear in any photography or other media recorded on these premises by Chicago Children’s Museum.

To opt out, please speak to the photographer.
Dos and Don’ts

- **DO** capture their emotions
- **DO** be intentional about the focus of your photo
- **DO** capture a variety of shots – close-up, details, context, etc.
- **DON’T** always ask them to smile
- **DON’T** share photos that do not have a specific purpose in the story you are telling
- **DON’T** take only one type of photo
- **DON’T** wait for the perfect pose
Helpful Apps

• Photos:
  – Hipstamatic, A Color Story, or similar editing app
  – Canva
  – Letter Glow
  – Others

• Video:
  – iMovie
  – Boomerang
  – ProCam
  – Others
  – Premier
As the photographer, you have to be willing to get the shot!
As the photographer, you have to be willing to get the shot!
Time to Practice!
Time to Practice!
Time to Practice!
Time to Practice!
Time to Practice!
Hands-On Activity

• Look on your phones for examples of photos that capture an experience

• Discuss how tips and tricks from this session are represented or could have been used in the photos

• Feel free to look at your museum’s website or social media accounts for examples as well!
The Audience: Social Media Followers

**Facebook**

Effective January 2018, Facebook prioritizes:

- Content from friends over businesses
- Facebook Live over pre-recorded videos
- Content encouraging interaction
- Quality content over quantity
The Audience: Social Media Followers

Instagram

- Owned by Facebook with a similar algorithm
- Avoid photos with text overlays
- Utilize artistic photos
- Posts that have higher engagement are shown to more people
  - Use Instagram’s carousel photo option to keep your audience on your posts longer
  - Utilize videos on Instagram
- Hashtags
Instagram and Facebook
International Family Equality Day

Chicago Children's Museum added an event.
April 12 · 🌈

Join us for some fun activities that celebrate and show support for LGBTQ families! Meet other LGBTQ families in the Hospitality Room, hear some Story Time with Drag Queens, participate in our Collect-A-Color scavenger hunt, explore our LGBTQ resource fair and so much more! Plus, stop by throughout May and June to help turn our staircase into a r... See More

INTERNATIONAL FAMILY EQUALITY DAY
Sunday, May 6

Special LGBTQ Family Pride Event

SUN, MAY 6
International Family Equality Day at Chicago Children’s Museum
INTERESTED

Liked by jenniferathome, ms_giannini and 47 others
chicagochildrensmuseum Join us this Sunday from 10:30am to 4pm for our International Family Equality Day Celebration! Show your support for LGBTQ families and enjoy Story Time with Drag Queens, fun crafts, and so much more!
Vlogs
StoryTime with Drag Queens
International Family Equality Day
Instagram vs Facebook
Building Trust on Social Media

- Keep it Consistent
- Keep it Diverse
- Ditch the Pitch
The Audience: Donors and Sponsors

Tips for communicating with donors

• Don’t double your work!
• Adapt for specific requests
• Illustrate the need
• Show the experience and tell your story!
Pictures (Clockwise from top left)
1. Artist-in-Residence ArtManDo (Armando Silva) leads an interactive action painting workshop.

2. Easel painting is offered throughout the day in The Art Studio, whenever the Museum is open.

3. Window painting is offered throughout the day in The Art Studio, whenever the Museum is open.

4. Clay and glazing studio hours are offered daily in The Art Studio; special clay programming (including story-telling, demonstrations, and more) is offered daily Sunday – Thursday.

5. Children paint a 3-dimensional vintage VW bug in The Art Studio.
The Audience: Donors and Sponsors

Ways to communicate with donors:
• Sponsorship asks and sell sheets
• Newsletters/Annual Reports
• Return on Investments (ROIs)
The Audience:
Donors and Sponsors
The Audience: Donors and Sponsors and Beyond

Observing
“The ball rolls.” Olivia has discovered the balls placed on the ramps. She pushes the wooden ball across the cardboard ramp.

Developing hypothesis (best guess)
“What do you think will happen to the ball in the clear tube?” - facilitator
Another child enters the exploration and sends the ball through the tube.
“It gets stuck!” - Olivia
“How can we unstick it?” - facilitator

Experiment
Olivia gathers materials from the room to create an elevated ramp. After multiple attempts Olivia sends a series of balls successfully through the structure.

Communication
Olivia, excitedly and loudly proclaims her success. “It works!” A child joins her to watch the ramps in action.
Catering to Your Audience

Guess who’s back? #DinoWeek
Catering to Your Audience

Guess who’s back? #DinoWeek
Catering to Your Audience

Donor Request
Catering to Your Audience
Grand Reopening Announcement
Questions?

Don’t forget to tell your story!