



International
Labour
Organization

ACCEL
Africa

Storytelling & Social Media Workshops on Child Labor Elimination Advocacy

Companion Guide

March 2024

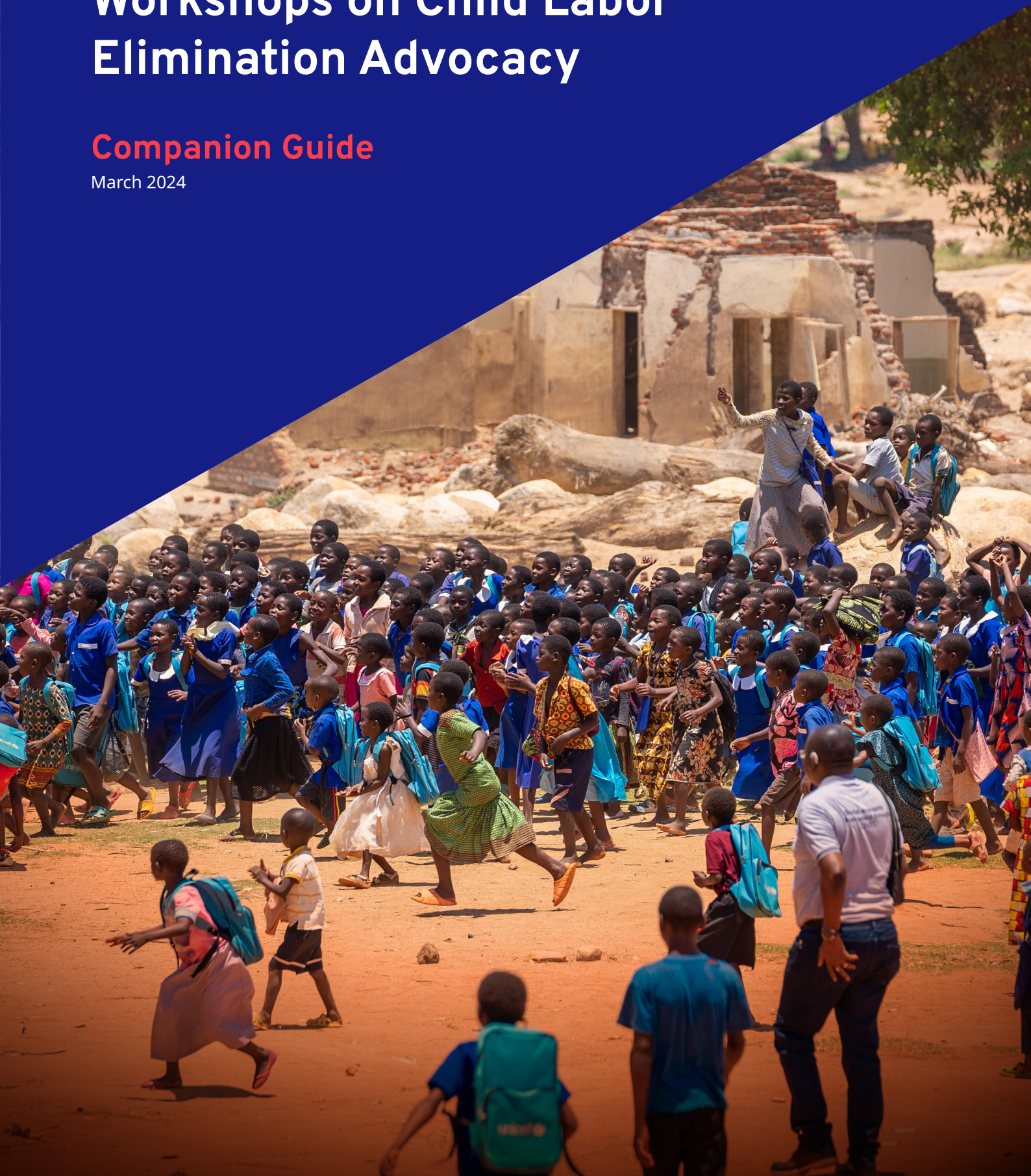


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Why do storytelling, photo, and video matter for your organization?

Visuals possess a remarkable ability to capture hearts, tell compelling stories, and drive meaningful change. Well-crafted visual content enhances your organization's credibility, attracts attention, provides education, secures funding, fosters engagement, and ensures sustainability.

Writing is one of the most fundamental pillars of impact communication. It is presented in different media formats such as multimedia, print, radio or video. Illustrating the project with human stories and faces can be instrumental in raising funds and sustaining the project.

However, it's essential to acknowledge that not everyone can afford expensive equipment or has a background in photography and videography.

We understand your concerns.

This guidebook will provide practical tips for storytelling, producing photos and videos, and social media tips that will benefit your organization. But before diving into the world of photography and videography, let's first discuss the responsibilities you have to be aware of.

Remember, when in the field, you are first observers and then storytellers.

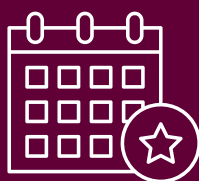
In practice, it is often better to simply observe and be a fly on the wall during filming. This approach helps your subjects feel at ease, allowing them to sometimes forget that they are being photographed. As a result, you can capture their most authentic reactions.

Where Do You Share Your Stories?



Reports

Storytelling and compelling visuals are essential in reports to provide funders and other stakeholders with evidence and a visual representation of your project.



Events

Using photos and videos during presentations at events can significantly enhance engagement and audience understanding. It allows your audience to immerse themselves in your project and community.



Web & Social Media

Sharing stories with photos and videos on the web and social media platforms will increase your visibility and presence among a broader audience, whether they are from your community, your country, or globally.

Impact Story Writing

Keys to compelling impact stories:

- ▶ **A solid narrative arc** – Strong storytelling is achieved with a solid narrative arc, a beginning, a middle and an end.
- ▶ **Focusing on people** and how they are responding to social issues, and how solutions impact them rather than the problem itself or the project itself.
- ▶ **Having unique access**, such as previously un-granted access or permission to bring revelation about a place, an individual, or a community.
- ▶ **Finding connections for your audience** to relate to in your story, compelling them to engage and care
- ▶ **Exploring the right format** that is the most effective way to deliver your story to your particular audience



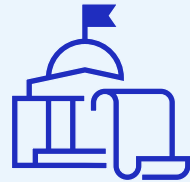
KNOW YOUR Target Audience



GOVERNMENTS



DONORS



POLICY MAKERS



**TECHNICAL WORKING
GROUPS**



PROJECT PARTNERS



STAKEHOLDERS



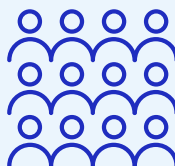
ADVOCATES



ACADEME



PRIVATE INSTITUTIONS



GENERAL PUBLIC

Writing an Impactful Story

A STEP-BY-STEP GUIDE

STEP 1

Ideate

Identifying your topic and write a pitch to make your idea clear

Pitch Sample to a Published Ivory Coast Story

▶ TOPIC	Progress and challenges of cocoa producing communities in Ivory Coast
▶ ABOUT	This article will highlight the progress and challenges of ACCEL Africa's intervention in the cocoa producing communities in the Ivory Coast
▶ OBJECTIVE	To raise awareness and promote learning experiences on ACCEL Africa's project intervention in the abovementioned area.
▶ TARGET AUDIENCE	Project Partners, stakeholders, other ACCEL Africa areas, donors
▶ TYPE OF ARTICLE	Case Story
▶ POTENTIAL RESOURCES	Field research during visit and interviews to communities, project managers, other stakeholders involved in the project
▶ DISTRIBUTION CHANNEL	ILO channel, social media, newsletter, group chats

STEP 2

Research & Interview

Identifying your topic and write a pitch to make your idea clear



DO DESK RESEARCH FIRST and list possible sources (interview, website, news, report)



VERIFY INTERVIEW SOURCES by doing background research on them



REACH OUT TO SOURCES and plan your interview ahead of time



If you interview in critical communities,
PLAN IT WELL with safety and security in mind



GET THEIR CONSENT for the interview if possible



LIST YOUR QUESTIONS already (if needed) and if possible verify with your colleagues

STEP 3

Writing Your Outline

Familiarizing Headline, Lead, Body, Conclusion

Headline

Title of the story. Make it understandable and concise as possible.

Lead

The beginning of the story.
It should have a hook or lead to the impact statement you want to make.

Body

Detailed information about the story.
For longer articles, you can include “subtitles” for readers to easily follow your points of discussion.

Conclusion

Summary, suggestions, recommendations, solutions, or a call to action.



STEP 4

Re-Edit

Ask your colleague or editor to read your piece and provide feedback. First drafts will never be the final ones.



STEP 5

Choose Compelling Photos for Your Story

Photos that capture the moment. Try to choose photos that speak about the essence of the article.



STEP 6

Publish & Distribute

Don't forget to share your stories with your networks too.



STEP 7

Monitor

If possible, you can also monitor how many responses your stories receive and the types of responses they elicit. This will help you evaluate your next piece of work.

Practical Photography and Videography

EXPLORING THE POWER OF Photography

Photography involves creating images by recording light. To capture good photographs, it's essential to employ proper techniques and understand the correct settings. To make your learning easier, here are some practical techniques you can apply to your photography.

#1

Exposure

The amount of light that reaches your camera's sensor, creating visual data over a period of time. Achieving the right exposure is a delicate balancing act.

Here's what happens when you don't balance your exposure well:



UNDEREXPOSED

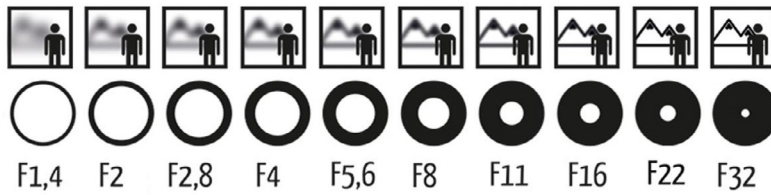


CORRECTLY EXPOSED



OVEREXPOSED

To achieve a proper exposure in your photo, you must balance the camera's **aperture, shutter speed, and ISO**.



Aperture Setting

HIGHER VALUE
more light, blurrier
(good for portrait shots)



LESSER VALUE
less light, more areas focused
(good for landscape shots)



Shutter Speed Setting

HIGHER VALUE
less light can capture fast-moving
shots (good for photographing
moving people such as in sports)



LESSER VALUE
more light high chance of blurry
shots



ISO

HIGHER VALUE
More light, but would create
more grain.



LESSER VALUE
less light but less grain. It's always
best to have the ISO at around 100-
800 max.

Remember, in phone photography, exposure is typically set to automatic mode, so you don't need to adjust it. Instead, focus on the desired light source and the amount of light you require.

#2

Framing: Rule of Thirds

The rule of thirds advises positioning key elements, such as horizons or subjects, along imaginary lines that divide the frame into thirds, creating a more engaging composition.

Avoid centering subjects simply because they're important. Instead, try placing your subjects on these lines or at the points of intersection to create more visually interesting shots.

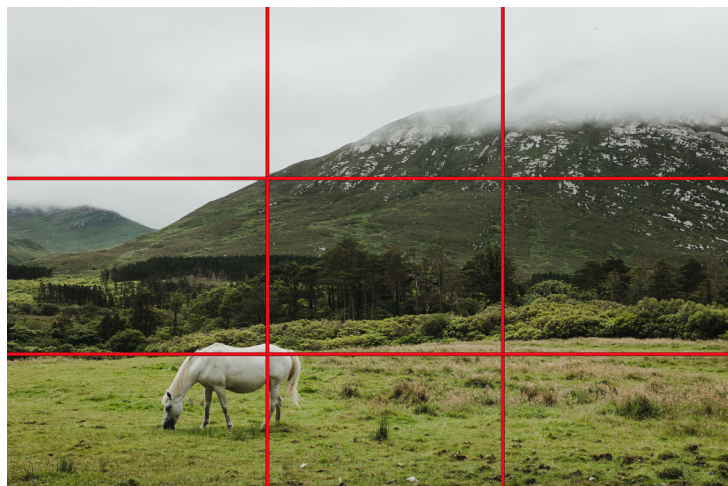
Some examples are as follows:



During interviews, it's generally a good practice to align your subject's eyes along the upper points of the grid, either on the left or right side. Ensure that you leave ample space in the frame in the direction your subject is looking. For example, if your subject is looking to the right, allocate more space to the right side of the frame.



In portrait or close-up shots, consider aligning the subject's eyes with the points of intersection on your grid lines.



For landscapes or establishing shots, if there's an interesting object or element you wish to include, it's often better to position it along the intersections or the lines for a more captivating composition.

#3

Composition: Depth

Utilizing depth in an image enhances focus and generates interest in the subject. To employ this technique effectively, consider three key elements: the foreground, middle ground, and background.

The **foreground** represents the front layer of your photo, typically in a blurred or less sharp focus. An ideal foreground should relate to the subject of your photo. For instance, if you're capturing farmers in a rice field, the rice plants could serve as an effective foreground.

The **middle ground** serves as the primary focus of your photo, and it should be the sharpest and most detailed part of the image.

The **background** lies behind the middle ground and can encompass elements like mountain landscapes or the horizon. It provides valuable context for the setting of your photo.



For example, observe the difference between the two farming photos below.



NO DEPTH



WITH DEPTH

In the first photo, depth was not utilized, resulting in a more generalized impression of farming and the community in which it is situated. In contrast, the second photo emphasized the farmers and their activities by incorporating depth.

#4

Lighting: Golden Hour

Professional photographers treasure the “golden hour,” the last hour before sunset and the first hour after sunrise, for its ideal lighting to capture stunning photos.

Morning sunrise shoots tend to evoke a softer, fresher atmosphere, while evening sunsets create a more dramatic effect.



Based on experience, the best time for most shootings, including interviews, is in the morning, as it imparts a fresh appearance to your subjects. It's also a time when everyone is active, allowing you to capture numerous action shots.

Even when the weather isn't ideal, shooting landscapes or establishing shots in the morning remains a good choice. Nature often exhibits a more 'dramatic' effect in the morning, featuring elements like low-lying fog, picturesque horizons, dew-covered landscapes, and more.



Drone shot at 6 am



Sunset shot with salt farmers



Foggy morning after the rain

#5

Lighting: Avoiding Shadows

Shadows, those dark areas that can sometimes obscure our subjects' facial profiles, can be quite frustrating. To capture great photos, it's crucial to minimize shadows, as they can divert attention from our intended focus.

The best solution is to be mindful of the lighting. Here are some tips to help you avoid shadows:

TIP #1

Shoot During the Golden Hour

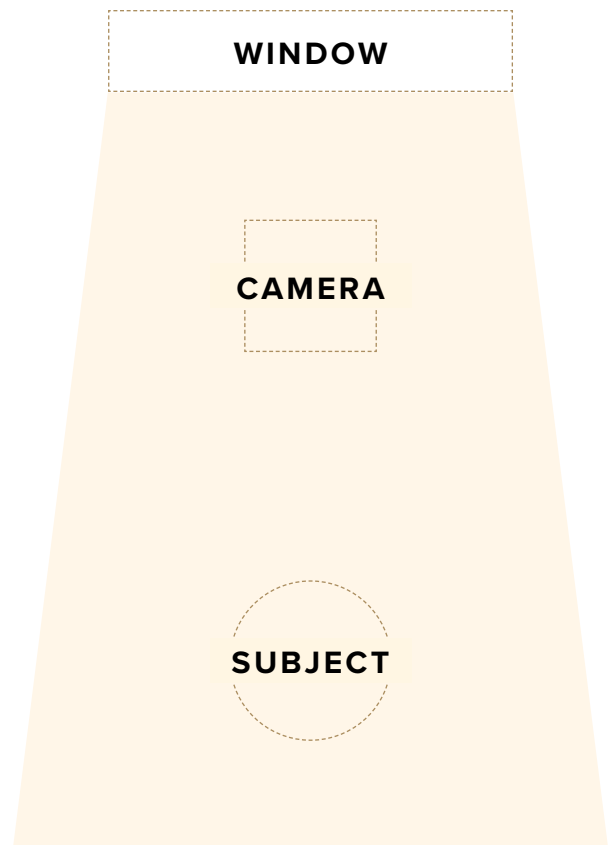
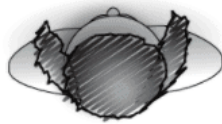
This is especially effective in the morning when the light is soft and warm, and the sun is low on the horizon, resulting in less pronounced shadows. Shooting when the sun is too harsh can lead to subjects squinting or becoming sweaty, making it challenging to achieve a good pose.



TIP #2

Pay Attention to Angle and Positioning

Position your subject to face the light source, which reduces shadows and creates a natural, evenly-lit image. Avoid having your subject face away from the light, as it can result in less pleasing, shadowy images.



TIP #3

Use Reflectors When Available

To achieve even lighting and minimize shadows, consider using a reflector. Reflectors are effective for bouncing light back onto your subject, reducing shadows, and achieving a balanced, well-lit image.



For a practical example, observe the difference in the camera and subject's positions in the following photos.



POSING AGAINST THE LIGHT



POSING IN DIRECT LIGHT

In the first photo, the subject is posing against the light, which is coming from the farmland. As a result, the subject's face casts dark shadows, making it challenging to discern details. Additionally, the background appears brighter than the subject, diverting attention from the main focus of the photo.

To make this better, the photographer suggested moving in a direction where the sunlight directly illuminated the subject. Now, you can see in the second photo how this enhances the subject's features, eliminating the harsh shadows.

#6

Photo Storage and Digital Sending

A significant factor that can impact the quality of photos is when they are sent to other devices or stored in the cloud. The best approach for sending or storing photos is to upload them to a cloud service such as [Google Drive](#), [Dropbox](#), [Terabox](#), or to send them via [WeTransfer](#). Never use chat apps as they will compress the quality of your photos.

Additionally, when taking your photos, make sure not to delete them immediately, as you might want to take a second look at them later on. Be sure to store them on your cloud, desktop, or a hard drive.

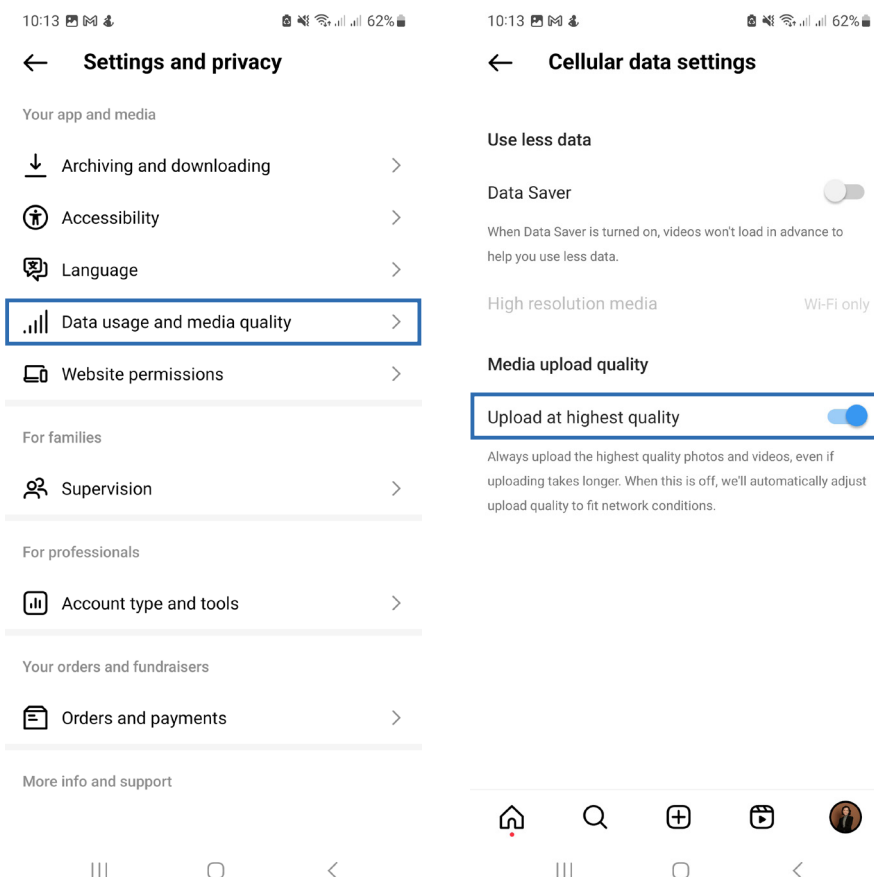
For SD cards or phone storage when you take your photos or videos, try to have at least 64gb storage and above.

#7

Uploading to Social Media

When uploading to social media, ensure the highest possible quality by checking and adjusting the settings in the app.

For instance, on Instagram Reels, click 'Advanced Settings' and enable 'Upload at the highest quality' before hitting 'Share'.



#8

Recommended Devices for Photography and Videography

While nearly all modern phones can capture photos, the quality still depends on the type of camera and lens your phone or camera has. Here are some device recommendations we have, along with their pricing.

Camera for Both Photo and Video

(OPTIONAL LENS UPGRADE)



BODY:

CANON EOS 200D II

Very good for photography and videography, with modern settings, 4k video resolution, lightweight material, Wi-Fi connection, and affordability. The price is around 850 USD.

[Click for more info.](#)



Photo Credit:
CANON PHILIPPINES

LENS:

CANON 50MM

Good for portrait and close-up shots with blurry backgrounds. The price is around 150 USD.

[Click for more info.](#)



Photo Credit:
CANON PHILIPPINES

LENS:

CANON 10-18

Good for wide shots and landscapes. The price is around 350 USD.

[Click for more info.](#)

Mobile Phones

PORTABLE, EASY TO USE, GOOD IMAGE QUALITY FOR BOTH PHOTO AND VIDEO



SAMSUNG S22 ULTRA

Priced around 1,200 USD



IPHONE 15 (Standard, Pro & ProMax)

Price starts at around 1,000 USD





How to Use Mobile Phone to Capture Good Images

3 PARTS OF VISUAL PRODUCTION

1

PRE-PRODUCTION

Planning Stage

2

PRODUCTION

Shooting/filming stage

3

POST-PRODUCTION

Editing stage

It is empirical to plan each stage of production so that the process will go smoothly.

✓ Things to Prepare Before Shooting

EQUIPMENT

Camera



It is best to use a phone with a good camera, and has a resolution of 1080p or higher (for video use). You can check the settings of the camera if you fulfill the requirement.



For mobile phones, if a 4K resolution is available, you may opt to use that setting.



Make sure you have enough storage for your camera or phone before filming. Having at least 60GB free space is good for a full day shooting.

Other useful equipment



TRIPODS

are used to make your camera steady, and ultimately to have steady camera shots. This is very good for interviews, establishing, and observational shots.

For DSLR



For Mobile



GIMBAL

is used if you want to have a smooth-moving shot.

For DSLR



For Mobile



CAMERA SETTING:

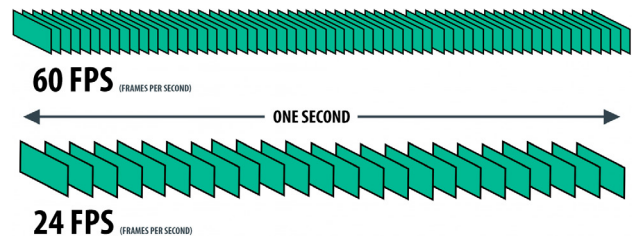
Resolution and Frame Rate for Video

These settings are about the size & image quality when taking videos on your phone.



Ideal Resolution

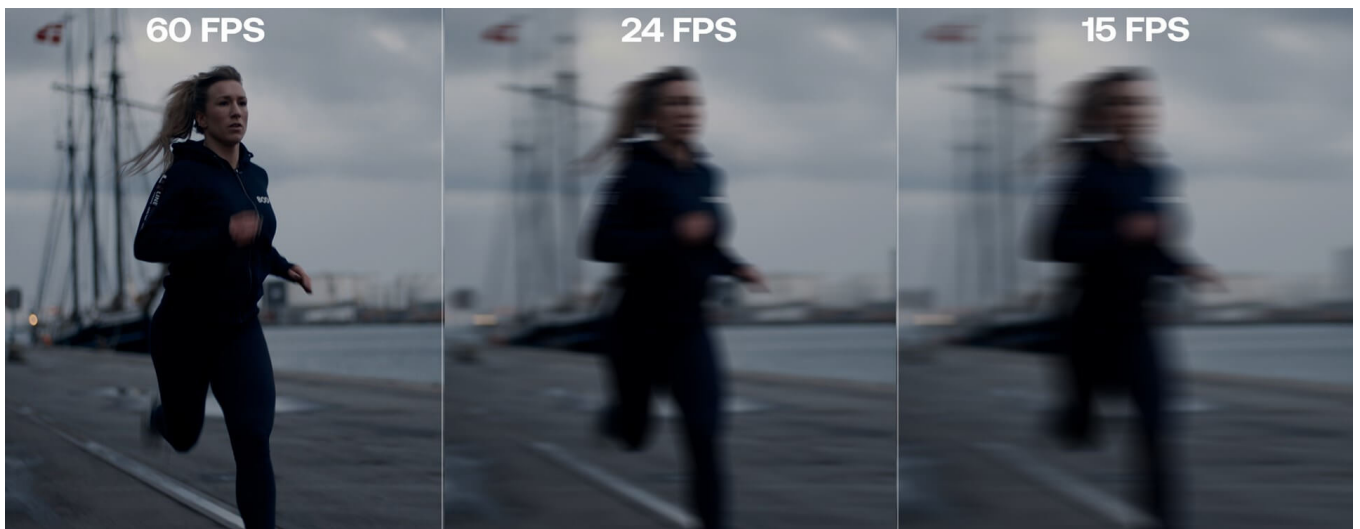
Ideal Resolution is at **1080P** or **HIGHER (4K)**



Source: Animotica Blog

Ideal Frame Rate

The ideal Frame Rate is **30FPS** (frame rate). If you want your footage to be in slow motion during editing, opt for **60FPS** setting as this will make your slow-mo footage smoother.



Source: Artlist

Must-Have Shots

Each type of shot tells a story. Here are the shots you need to get in order to tell a full story of the shooting you will be doing.

Types of Shots



ESTABLISHING OR WIDE SHOT

An establishing shot, typically presented as a wide-angle view, serves the crucial function of imparting a sense of the setting to the audience. Beyond that, it provides the essential context regarding the location and surroundings in which your project unfolds.



MID-SHOT

This shot emphasizes the subject and environment. The shot is usually from head to hips. This is typical when we shoot the action of our subject.



CLOSE-UP OR PORTRAIT SHOT

This shot emphasizes your subject. Usually, we can see the face of the subject and it has a blurry background.



EXTREME CLOSE-UP OR DETAIL SHOTS

This type of shot usually captures intricate details whether they pertain to individuals or objects.



INTERVIEW SHOTS

This is an important shot for the video where you need some audio for an explanation, instruction, etc.

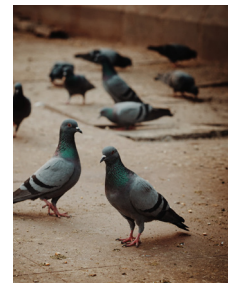


Types of Angles



EYE LEVEL SHOT

Your camera must be at eye level of your subject. This is good for close-ups or portrait shots.



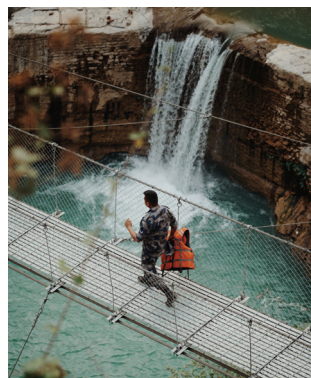
GROUND-LEVEL SHOT

Use this angle only if there are details you want to emphasize that are on the ground.



LOW-ANGLE SHOT

This shot is usually done when an action is done by the subject. This angle gives a lot of power to the subject especially if they are doing something.



HIGH-ANGLE SHOT

This shot is done when you want to provide more context in terms of the surroundings and other details. Just be careful with this angle as it can also suggest vulnerability or powerlessness when not done right.



BIRD'S EYE VIEW

We see this angle usually in drone shots, providing us a bigger awareness and sense of the environment and setting.



Harnessing Social Media Skills

5 key points in creating effective social media campaigns:

1

▶ Audience

2

▶ Captions &
Content

3

▶ Visual &
Design

4

▶ Consistency

5

▶ Monitor &
Iterate

Audience

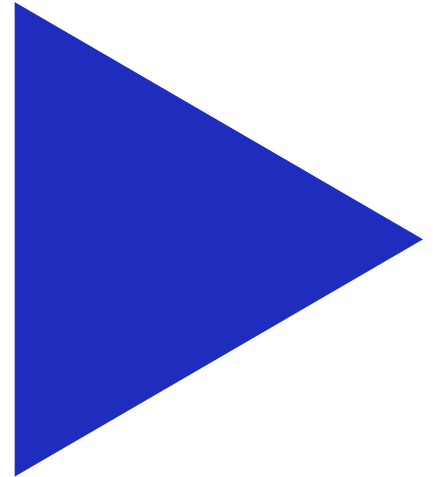
For a post to be effective, each post should have a target audience. Different posts target different audiences.



Caption & Content

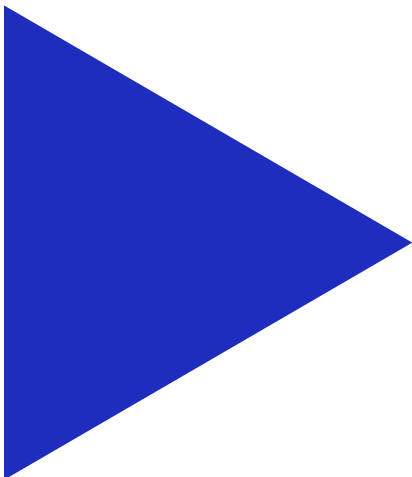
► Craft an Engaging Caption

Write a concise, compelling caption that grabs attention, communicates your message clearly, and encourages action. Use catchy headlines, relevant hashtags, and calls-to-action (CTAs) to prompt engagement.



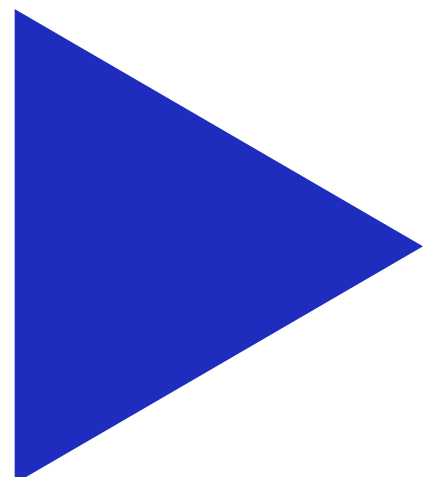
► Stay Relevant and Timely

Keep your content fresh and relevant by staying informed about industry trends, current events, and cultural moments. Timely content resonates more with audiences and can boost engagement.



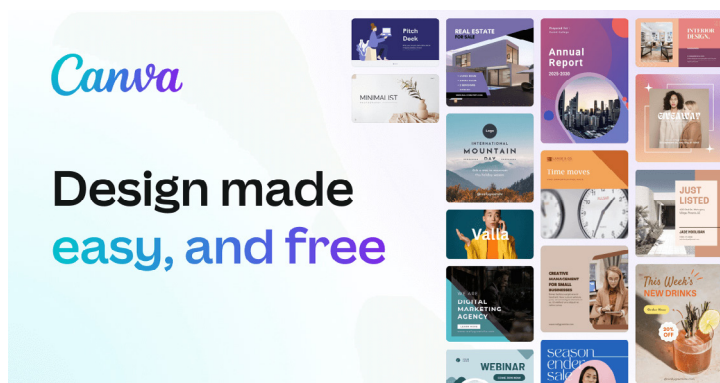
► Diversify Content Types

Experiment with various content formats, including posts, stories, videos, live streams, polls, quizzes, and interactive content. Diversifying your content keeps your audience engaged and caters to different preferences.



Visual & Design

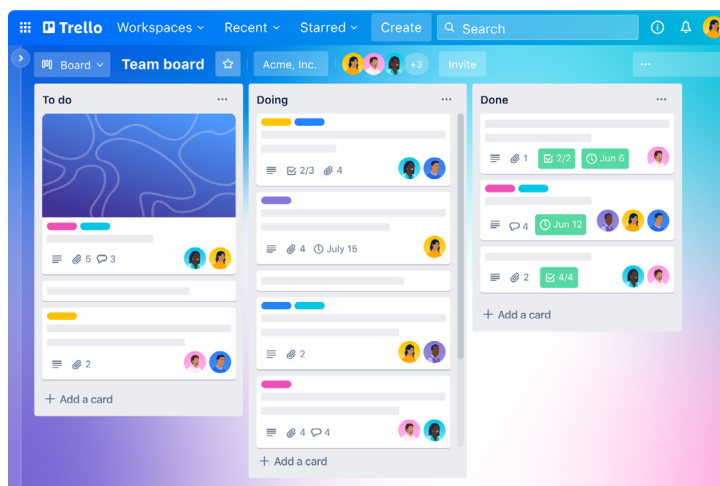
Use high-quality images, videos, graphics, and infographics to capture attention and convey your message effectively. Visual content tends to perform better and is more likely to be shared.



Recommended design app: Canva

Consistency

Establish a consistent posting schedule to keep your audience engaged and maintain visibility. Consistency helps build brand recognition and reinforces your messaging.



Recommended organizing app: Trello

Measure and Iterate

Use social media analytics tools to track the performance of your content, including reach, engagement, clicks, and conversions. Analyze the data to identify what's working well and what can be improved, then adjust your content strategy accordingly.

Understanding the different social media platforms

X for Real-Time Updates

- ▶ Known for its real-time updates and conversational nature, making it ideal for news, trends, and campaigns.
- ▶ Use hashtags to join conversations and increase visibility, and include multimedia content like images and videos.

LinkedIn for Professional Networking

- ▶ Primarily used for professional networking, making it ideal for industry networking.

Instagram Visual Storytelling

- ▶ Perfect for showcasing visual stories. Utilize Instagram Stories and Reels for ephemeral and interactive content, and use hashtags to increase discoverability.

Facebook Diverse Audience

- ▶ Has a diverse user base. Share a variety of content types, including articles, videos, photos, events, and polls.

Mastering Effective Media Production Outsourcing Strategies

Steps in creating effective outsourcing plan

STEP 1

Understanding Your Media Needs

- ▶ Identify and write your Core Media Requirements and objectives
- ▶ Internal team should already set a clear vision of what you want as an output/s

STEP 2

Choosing the Right Outsourcing Partners

- ▶ Create a criteria for Selecting Media Production Vendors
- ▶ To engage the consultant's understanding of the topic - you can assess its CV, cover letter, and portfolio
- ▶ To engage the consultant's skills - you can assess its portfolio or body of work
- ▶ Asking for a cover letter for writing jobs are usually helpful to understand the consultant's writing skill

STEP 3

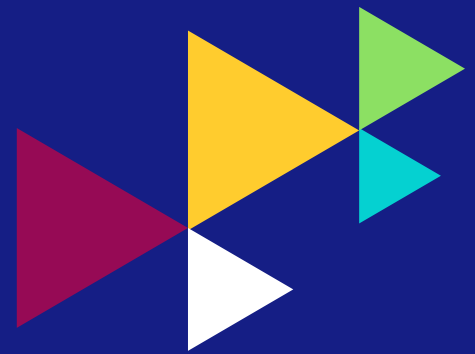
Communication and Project Management

- ▶ Establishing Clear Communication Channels, schedules, and timelines
- ▶ Create a collaborative environment to get the best results
- ▶ If needed, chat communications like Whatsapp also helps
- ▶ Provide Constructive Feedback

STEP 4

Building Long-Term Collaborative Relationships

- ▶ Learning from one another
- ▶ View not just as supplier but collaborator
- ▶ Growing together



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