



# GLOBAL DAY OF SERVICE

## APRIL 21, 2018 • #MSUDAYOFSERVICE

POWERED BY MICHIGAN STATE SPARTANS WORLDWIDE

## DIGITAL STORYTELLING

### QUICK TIPS AND TRICKS

#### // OVERVIEW

The MSU Alumni Association wants to share the stories and perspectives of volunteers participating in MSU's Global Day of Service. We need your help in capturing and sharing that content.

#### // PHOTO AND VIDEO

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

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

For in-depth tutorials visit <https://www.apple.com/iphone/photography-how-to/>.  
Don't worry non-Apple users, many of these tips apply to your phone as well!

By holding your phone vertically your framing decreases in size.

**Never record video vertically.**



By holding your phone horizontally your framing increases exponentially. This is extremely important for video.

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

#### PHOTOGRAPHIC STYLE

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

For examples of excellent Spartan photography visit: <https://brand.msu.edu/design-visual/index.html#photographic>.

## // QUESTIONS TO KEEP IN MIND

Use these to build your interview script:

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

## // INTERVIEWING VOLUNTEERS & COMMUNITY PARTNERS

Some tips for telling a story:

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

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

## // SOCIAL MEDIA ACCOUNTS

The MSU Alumni Association wants to see your content! Share your photos, videos, and interviews by using the hashtag **#MSUDayofService**. Using this hashtag will make your posts easily searchable for MSUAA and other Spartans.

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

**For your use, here are the MSU Alumni Association's official social media accounts:**

**Facebook:** @msualumni

**Instagram:** @msualumni

**Twitter:** @msualumni