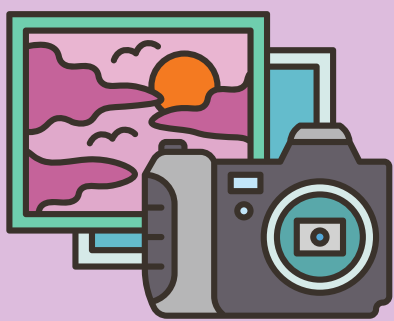


STORYTELLING ON A BUDGET

Use Canva

For beautiful, engaging templates to create social media posts, infographics, video editing, and reports, use Canva!



Use Free Stock Photos

If using photos of your clients is not an option, or you are unable to take quality pictures, use Pexels.com for high quality, free license stock photos and B-roll videos that won't violate copyright law.

Host a Contest



Create an open invitation for clients, allies, or people affected by your cause to submit a video on social media about why your work is important to them. Offer incentives like a random gift card draw for people who post.



Experiment with ChatGPT

Not a writer? Short a comms person or three? Using a chat bot can get you started on crafting a compelling narrative around common data and can outline a story framework from which to begin.

One final pro tip - Create media alerts through [Google Alerts](#) to pick up relevant content that you can share on social media, as well as any earned media mentions of your organization.