



DIGITAL STORYTELLING

QUICK TIPS AND TRICKS

OVERVIEW

The MSU Alumni office wants to share the stories and perspectives of volunteers participating in SPARTANS WILL. SERVE. We need your help to capture and share that content.

PHOTO AND VIDEO

Believe it or not, you probably have a professional quality camera in your pocket - your smartphone.

Keep these tips in mind when taking photos or recording video:

- Hold your phone steady and horizontally with two hands (avoid moving when taking photos).
- Don't be afraid to use your flash if you're in a dimly lit environment.
- Make sure your fingers do not obstruct your phone's camera lens.
- Avoid using your phone's zoom function; this pixelates images. Try moving closer to your subject instead.
- For in-depth tutorials, go to 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 horizontally, your framing increases in size.

Always hold your phone horizontally when recording video.

By holding your phone vertically, your framing decreases in size.

Never record video vertically.



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 some good photography examples, go to <https://brand.msu.edu/design-visual/index.html#photographic>.

INTERVIEWING VOLUNTEERS

TIPS

- The best interviews are prepared interviews. Use these suggested questions to draft an interview script:
 1. Why was your service project important to your local community?
 2. Why do you feel participating in community service is an important part of being a Spartan?
 3. How did your service project make a positive impact?
 4. What did service project volunteers enjoy about their experience?

- Start with an icebreaker. Ask the interviewee for their name and year of graduation if they're a Spartan, or if they're a community partner, touch on the background and goals of their organization.
- The ultimate goal is to find out why the interviewee decided to volunteer and how they felt they made an impact in the community.
- When using your phone to record audio and video of the interviewee, ensure that your phone is close enough to pick up their audio.
- 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 best time to interview volunteers is typically at the close of service projects when volunteers tend to be invigorated by their participation, and are excited to talk about their experiences from the day.

SOCIAL MEDIA AND MARKETING RESOURCES

For your use, here are the official social media accounts of the MSU Alumni office and the university:

- **Hashtag:** [#SpartansWillServe](#).
- **Facebook:** [@msualumni](#) and [@spartans.msu](#).
- **Twitter:** [@msualumni](#) and [@michiganstateu](#).
- **Instagram:** [@msualumni](#) and [@michiganstateu](#).
- **YouTube:** [MichiganStateAlumni](#).

Marketing and promotion tools: serve.msu.edu/volunteerTools.cfm includes sample social media posts for Facebook, Twitter, Instagram, and email. For some graphics, there may be instructions provided, so please be sure that you review these requirements.

- Refer to the "[Promoting Your Service Project Through Graphics](#)" document on serve.msu.edu/volunteerTools.cfm.

The MSU Alumni office wants to see your content. Share your posts, photos, and videos by using the hashtag [#SpartansWillServe](#). Using this hashtag will make your posts easily searchable for the MSU Alumni office and other Spartans. Post your content to all of your social media platforms and, if possible, tag your alumni club, employer, MSU department or program, community partner/organization, and volunteers.