

Storyboarding 101 Worksheet

Do you get flustered trying to figure out what to put in your story? Do you not use stories because you don't know how to? This worksheet will help you get started on figuring out how to best utilize Instagram/Facebook stories to your Parish's benefit.

WHAT IS YOUR ULTIMATE GOAL WITH THIS STORY? Explain your goal (drive traffic, engagement, awareness) and how you will achieve it with your call to action (link in bio, swipe-up, answer a question, share, drive to IGTV, etc.).

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STORY CONCEPT:	DATE TO GO LIVE:

OUTLINE YOUR STORY:		
BEGINNING:	MIDDLE:	END:

VISUAL STORYBOARD visually sketch the concept on each slide and include notes on whether the slide will be a still image, video or text-based.

BEGINNING

Introduce the concept of your story and what viewers can expect by tapping forward



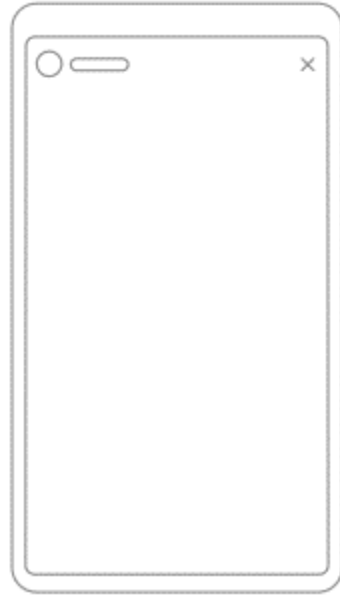
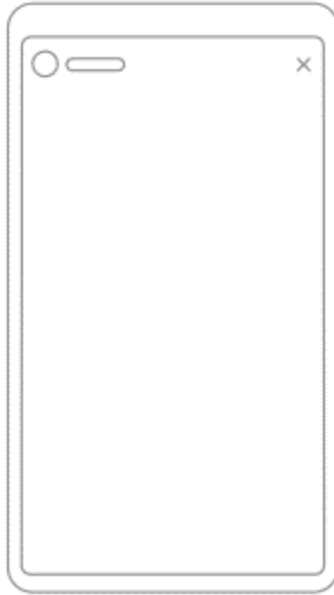
MIDDLE

Cover all the details of your story.



END

Wrap-up the story & include a call-to-action.



NOTES: