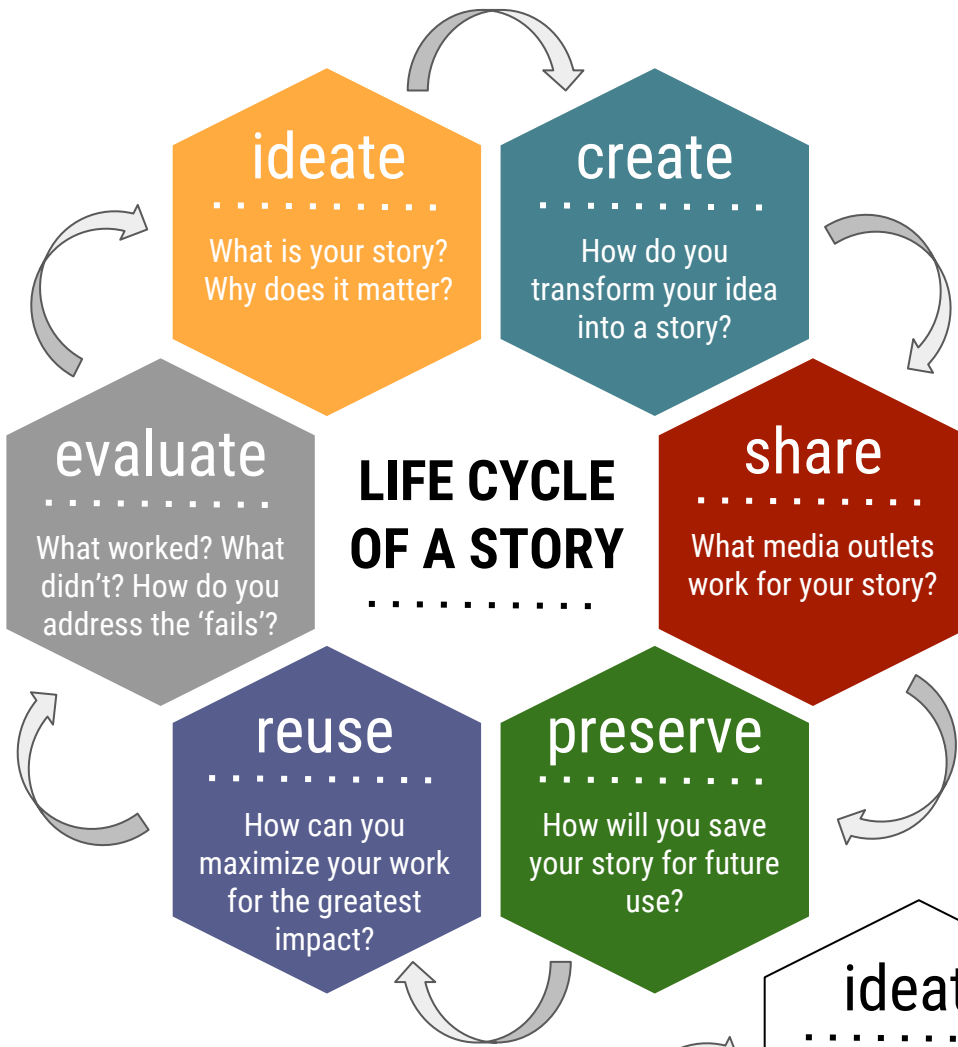
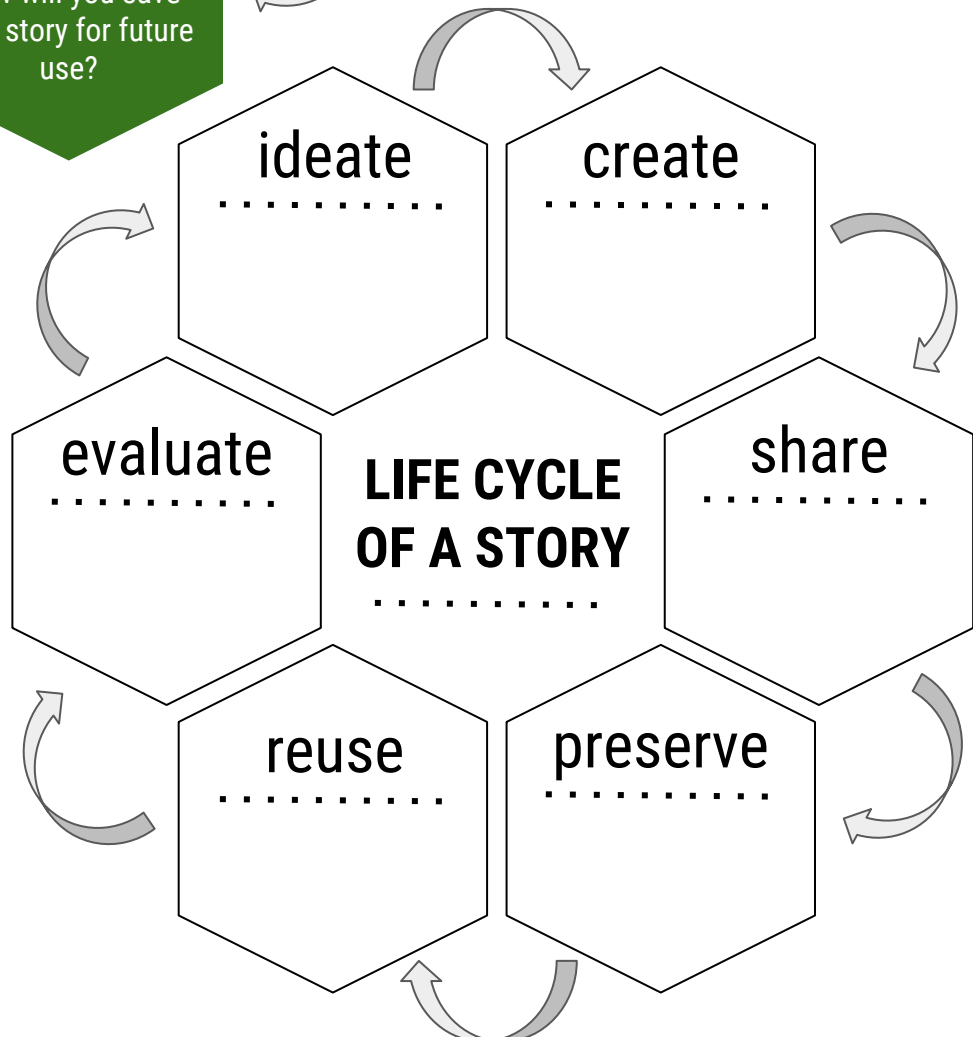


# Digital Storytelling communication for greater impact



FILL IN THE LIFE CYCLE USING A STORY FROM YOUR LIBRARY

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# contact



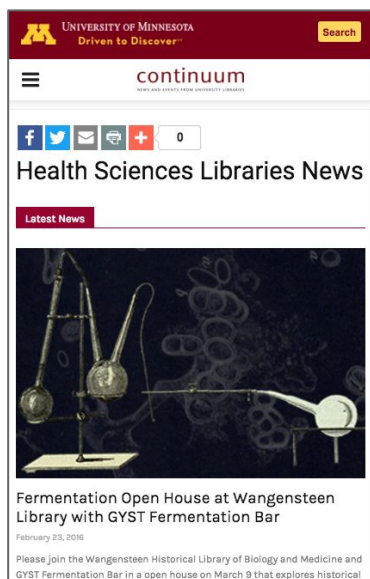
**Erinn Aspinall, MSI, AHIP**

*Strategic Initiatives Librarian & Communications Coordinator  
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aspin005@umn.edu

slides & handouts: [z.umn.edu/MLADigitalStorytelling](http://z.umn.edu/MLADigitalStorytelling)

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# tools & resources

## Graphic Design & Movies:

- [canva.com](http://canva.com)
- [moovly.com](http://moovly.com)
- [kizoa.com](http://kizoa.com)

## Newsletters/Email:

- [mailchimp.com](http://mailchimp.com)

## Photo/Image Repositories:

- [pixabay.com](http://pixabay.com)
- [flickr.com](http://flickr.com) (to become SmugMug)
- [NIH Image Library](http://NIH Image Library)
- [NLM Images from the History of Medicine](http://NLM Images from the History of Medicine)

## Social Media:

- [facebook.com](http://facebook.com)
- [twitter.com](http://twitter.com)
- [instagram.com](http://instagram.com)

## Blogs:

- [wordpress.com](http://wordpress.com)

## Photo Editing:

- [gimp.org](http://gimp.org)
- [getpaint.net](http://getpaint.net)
- [photoscape.org](http://photoscape.org)

## Social Media Scheduling:

- [hootsuite.com](http://hootsuite.com) - \$
- [agorapulse.com](http://agorapulse.com) - \$
- [tweetdeck.com](http://tweetdeck.com)
- Facebook's schedule feature
- Shared calendar for editorial calendar

## Analytics:

- [analytics.twitter.com](http://analytics.twitter.com)
- Facebook's analytics feature

## Promotion:

- Facebook's ads & boosted posts
- Twitter ads