

Designing a User-Friendly Story Bank



Key considerations for cataloguing & archiving your stories & story assets

USERS

POPULATORS

Users who will be collecting/creating content and adding to the bank

- ✓ Who will be adding/inputting stories and assets? One person, or many?
- ✓ Is there a way to directly connect with story collection fields on a website or via email? (e.g. submissions from clients, donors, supporters, etc.)
- ✓ How long will it take to add content?

SEARCHERS

Users who may access stories for repurposing, sharing or other needs

- ✓ Under what circumstances will they need access to stories/assets? For what purposes will they need them?
- ✓ In what ways will they search for stories? (For example, by program/service line, type of story/hero, geography or demographics, format of story/asset, date, etc.)

HIERARCHY & LABELING

- ✓ How can you incorporate people's search preferences into your file structure and labeling? (For example, if you know people prioritize recent content that's broken down by program, the first level of files would be the year/month, and the second level would be program area)
- ✓ Establish consistent labeling practices for your folders and files, and detail these in a "READ ME" type file that all users can access.
- ✓ Allow for flexibility in labeling story types (so that stories can be categorized in multiple ways if need be)

USAGE PROTOCOL

- ✓ Develop a spreadsheet or other central tracking tool to ensure correct permissions/releases are up-to-date for story assets, and to capture how/when stories are used and any results.
- ✓ If possible, build in the ability to notify users (all or a subset) when new content is added.
- ✓ Keep all assets of a story together (written article; raw and edited images, audio files, video files; and interview transcript) for ease of access.
- ✓ Optional features could include an internal rating/comment system for staff to use when working with stories.
- ✓ Consider feasibility of existing systems (Google Drive, shared drives, databases, content management systems, wikis or other online collaborative workspaces).

