

Storytelling Tips & Resources

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Why Share Stories?

- Creates inclusive environment & builds connections.
- Sparks community interest and involvement.
- Helps others understand your neighborhood better.
- Free way to create change and build something special!

Where to Share Your Stories



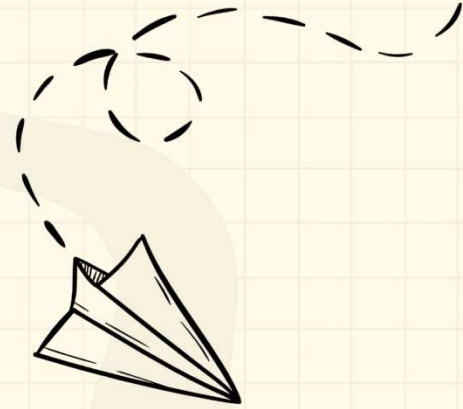
Digital

- Nextdoor: Targeted to specific areas.
- Facebook Groups: Dedicated page for your neighborhood that others can join.
- Instagram: Get young people involved with trendy reels and engaging content.
- Newsletters: Keep neighbors in the loop.



Offline

- Bulletin Boards: Post flyers wherever there's a community bulletin board.
- Word of Mouth: Ask community members to spread the word.
- Local Businesses & Organizations: Partner with businesses, schools, and faith communities.



Content Creation & Planning Resources



Documents

- Google Docs & Microsoft Word Online (OneDrive)
- Multiple people can have access and contribute
- Easy collaboration



Graphic Design

- Canva
- Easy-to-use, online
- Plug-and-play templates
- Creativity optional!
- Flyers, social posts, presentations, logos, invitations, and more



Project Management

- Trello & Google Keep
- Project management tools
- Events, long-term projects, grant applications
- Keep track of timelines



Newsletters

- Mailchimp & Brevo
- Create and send newsletters
- Signup forms
- Contact lists
- Dedicated email address recommended

Photo & Video Resources

Your Phone

- Best photos & videos are candid, relatable
- Action shots, group shots, before-and-after photos

Stock Photos

- Unsplash & Pexels
- Free, high-quality stock images
- Use these to supplement if you can't find any of your own :)

Canva

- Create graphics
- Some stock images available
- Edit videos and photos
- Social media templates and specs



AI Assistance

Chat GPT, Google Gemini, Microsoft CoPilot

AI tools can be super helpful when you're having writer's block. Use it for help with:

- Drafting event invitations or social media captions
- Brainstorming ideas for newsletter stories
- Creating outlines for meeting agendas, or summarizing meetings using your own notes
- Proofreading & editing

Always add your neighborhood's personal touch. The best way to use AI is as a starting point, not a final draft!

Content Tips & Best Practices

- Keep people engaged by being consistent
- Find a cadence that works well for the amount of content you regularly have. Once a week? Once a month? Quarterly?
- Don't overwhelm yourself – start with one thing.
- Delegate!



Keep it short & visual

- Strong photos, 2-3 lines of text
- Stick to basic information – cater to a short attention span



Highlight people

- Celebrate volunteers, neighbors, local businesses.
- You promote them, they promote you
- People love seeing themselves and loved ones



Storytelling: Problem → Action → Result

- We had graffiti in the park.
- Ten neighbors came together last weekend.
- Now the wall is clean and painted with a mural.



Thank you so much



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