

Inspiring STEM Stories Storytelling Guide



If you can see her, you can be her.



An Australian Government Initiative



Inspiring
AUSTRALIA

Welcome

Welcome to the Inspiring STEM Stories Storytelling Guide. This resource is a simple guide that will cover a few tips on crafting your own engaging story.

1. Structure

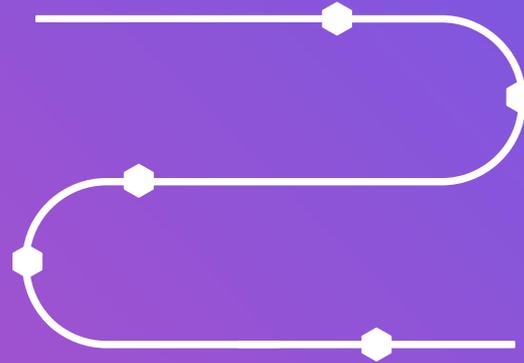
2. Considerations

- a) Key message
 - b) Audience
 - c) Tone
 - d) Additional content
- 

Structure

Like any good story your video should have a:

1. **Beginning**
2. **Middle**
3. **End**



You can use a storyboard to map out your STEM story and to plan a script before you start recording.

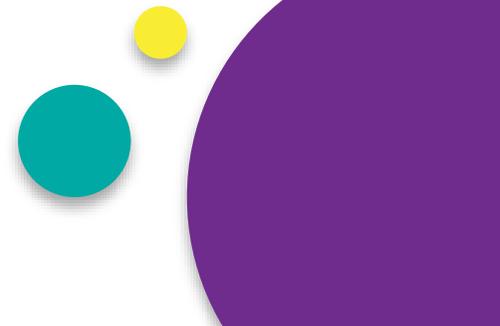
Structure

Beginning

Start your video off strong by engaging your audience with a question, or a bold statement that makes them want to keep watching.



Tip: for example you could say what first got you interested in STEM or outline your personal ethos.

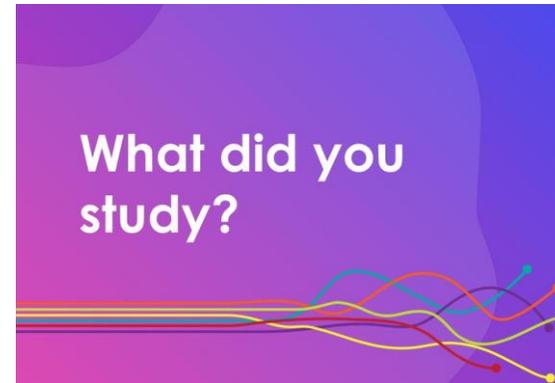
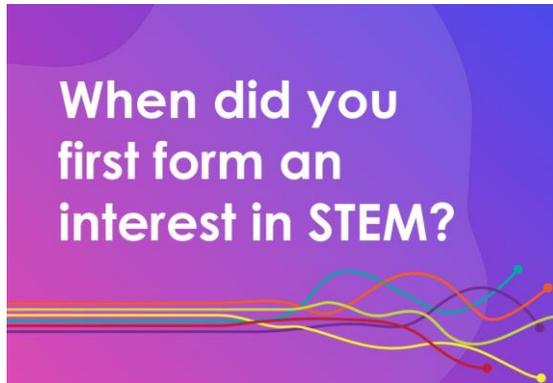


Structure

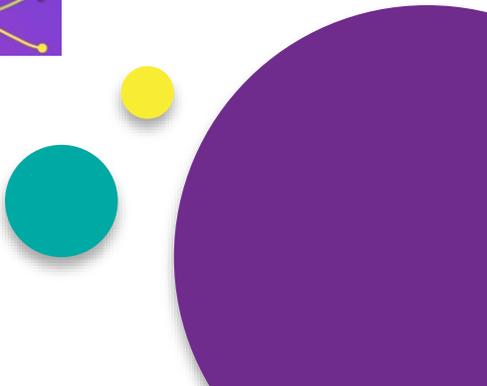


Middle

In order to take your audience through your STEM journey you may want to utilise a Q + A format. Here are some examples of questions that you can use:



Tip: it is ok not to include everything in your story.

A decorative graphic in the bottom right corner consisting of three overlapping circles: a small yellow circle, a medium teal circle, and a large purple circle.

Structure



End

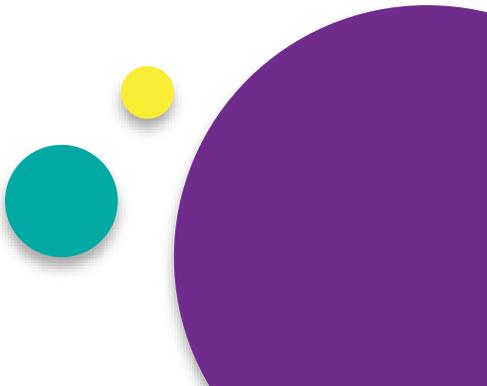
Make sure to leave your audience with a key takeaway.

Since this video is aimed at inspiring the next generation for a future with STEM this is a good place to reflect on your journey with some advice.



What advice would you give to the next generation?

Tip: it can be useful to reflect on your key message to think about what the main takeaway of your video is.



Considerations

When creating your video there are a few key considerations to keep in mind.

1. **Key message**
2. **Audience**
3. **Tone**
4. **Additional content**



Keeping these in mind will help to make your video relevant and engaging to your audience.

Considerations

Key Message

A key message will keep your video on track. An effective key message is:

- Short
- Memorable
- Relevant
- Positive



Tip: bounce ideas off a friend or show them your video to see if they can pick up on your key message.



Considerations

Audience

Consider who your audience is when you are telling your story. Think back to what might have interested you when you were younger.

Tone

The tone of your video should reflect who you are, so be genuine and just be yourself.



Tip: remember for this video you are showcasing your STEM career journey to inspire the next generation, so keep this in mind.



Considerations

Additional content

Demonstrating parts of your career journey through images is a great way to provide context to your story, and show viewers some examples of what you have done.



Tip: images can also make it easy in editing to transition between video clips.



Inspiring STEM Stories

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