



## THE STORYWORKS REVIEW: reinventing your story

*An online quarterly magazine*

### WRITER'S GUIDELINES:

#### ABOUT:

The stories we tell literally make the world. Stories shape our perceptions and experiences of reality and inform our ideas of change. Stories act at a springboard to redefine the boundaries of what is possible. If you want to change the world, change your story.

The *StoryWorks Review* is an online quarterly magazine published by [Catapult Media](#). Its purpose is to be a leader in the search of new and better ways to leverage the power of story to improve the world. Our mission is to share thought-provoking insights, practical experiences and practiced tools to build the capacity of those working to working to do just that.

The work of *the StoryWorks Review* is guided by our values of [Appreciative Inquiry](#) which pivot on the view that change is a positive force building upon the strengths of individuals and organizations to be better at what they do.

Our contributors are a diverse group of innovative faculty, pioneering thought leaders, and frontline change-makers. Our readers are in the non-profit and public sectors engaged in such fields as management, research, social innovation, philanthropy and program design and delivery. We write for a community of professionals, united in their desire to energize organizations by reinventing the story of change to build a better world.

### AUTHOR'S GUIDELINES:

#### **StoryWorks Departments**

Please target your submission to one of the following departments:

##### *First Person* : opinion focused

- Relates the experiences of a provocative and credible person in a nonprofit, socially responsible business, or government agency
- Uses a clear, engaging, and accessible first-person style
- Is authored by the submitter
- Length = about 400 words

##### *Story At Work: Case Study*

- Presents an in-depth analysis of a challenge faced by an organization in which the use/integration of storytelling had a positive impact
- Uses a clear, engaging, and accessible style

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THE STORYWORKS REVIEW  
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- Is authored by the submitter, who should not be affiliated with the target organization
- Length = between 600-800 words

### *Story Feature*

- Introduces a new, creative, or more complete explanation of the use of storytelling within an organizational setting
- Illustrates the explanation or solution with research findings
- Logically discusses the explanation or solution, addressing its possible shortcomings
- Explains the general implications of the approach
- Uses a clear, engaging, and accessible style
- Is authored by the submitter
- Length = between 800-1000 words

### *Story Resources*

Resources directly or indirectly connected

- Includes course offerings
- Recent published works

## WRITING FOR THE WEB PRIMER:

Writing for the Web is very **different from writing for print**:

- 79% of users **scan the page** instead of reading word-for-word
- Reading from computer screens is 25% slower than from paper
- Web content should have **50% of the word count** of its paper equivalent

How we read online:

- **Not Linear content:** End users will jump around all throughout your content, clicking on links, reading a sentence or photo caption here and there, coming back to read more about one story and then jumping off. Online readers tend not to read pages in sequential order. Summarize first. Put the main points of your text in the first paragraph.
- **Scannable content:** Content is scanned online. Guide the reader by highlighting the salient points in your document using headings, sub-headings, bulleted or numbered lists .
- **Graphic content:** Treat your content as a graphic element. Chunk your content by using short sentences, short paragraphs, insert links, insert headings and sub-headings, use bullet points for long lists.

### Style

People go online to find information that will be useful to them. The more specific the information is the more useful is the information.

Write conversationally. To make it more personal, your tone and writing style should be more casual, more *conversational*.

### Writing to Be Read Online

Part of web page design is the consistent use of text, where it is placed and so on, this improves readability. With that in mind here are a few tips regarding headings, lists, captions and hyperlinks.

*Headings:* Your page heading should indicate why this page is important to your audience.

*Lists:* Be concise. Use lists rather than prose when your text lends itself to such a treatment. Use numbered lists when ranking items in order of importance and unnumbered lists when you are not indicating the importance of each item. Limit your list to no more than nine entries.

*Hyperlinks:* Don't use a hypertext link if the information can be succinctly presented on the current page. Use a **description of the information to be found in the link**, or perhaps the link address. Links are useful within the context of the narrative; used excessively they can visually and substantively disrupt the narrative.