# Digital organizing: Recruitment & Storytelling

# Key principles of digital organizing:

- 1. Authenticity
- 2. Relevance
- 3. impact

### Notes:

# **Key principles of digital content:**

- 1. Keep it short
- 2. Show, don't tell
- 3. Interact with your networks

# **Notes:**

# The photographer's mantra:

- 1. Fill the frame
- 2. Control the background
- 3. Wait for moments

### **Notes:**

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