Guide to Module Customization

**DRIVING THE NARRATIVE**

**MATERIALS INCLUDED WITH THIS MODULE:**

* Annotated agenda
* PowerPoint slide deck
* Facebook tips
* Twitter tips
* Photography tips
* Guide to customization

**HOW TO CUSTOMIZE THE CURRICULUM:**

**Slides that *require* customization:**

* **Slide 1**: Insert trainer name, role and twitter handle, then delete the pencil
* **Slide 8:** Insert event type and issue into the header, then delete brackets. Insert two photos from a local example event, and then delete the pencil.
* **Slide 10:** Insert issue in the header, then delete the brackets. Insert photos from a local press conference into the body, then delete the pencil.
* **Slide 14:** Insert state or district, MOC name, and issue into the scenario box, delete the brackets, and then delete the pencil.
* **Slide 19:** Insert next steps you want participants to take to put skills to use, then delete the pencil.

**Optional customization:**

* **Slide 13:** If the breakout exercise described is not advanced or challenging enough for your participants, you can instead use this time to actually plan a real earned media event. You should help the participants collaboratively come to a consensus on the event, the Member of Congress, and the objective, and then break people out into four teams to discuss each of the four components.
* **Slide 14:** If you do opt for the more advanced type of breakout, delete the scenario box. Groups should be discussing the specific event decided upon earlier.

**Customizing by issue**

If you want to focus this module on just one issue campaign, make all the customizations outlined above focused on your issue of choice.

**Making It Local**

The current module has no examples that are specific to any one locale. When customizing the slides outlined above, make sure to specify a location in your state.

**PAPERLESS TRAINING**

This module is accompanied by three handouts with social media tips (Facebook, Twitter, and Photography). The handouts are merely referenced as a resource providing additional information. If you are not able to provide these handouts, you can simply mention that you will be sending them to participants later.

**TRAINING WITHOUT A PROJECTOR**

If training on this topic without a projector, the following visual aids are recommended:

* Posters on the wall:
  + Goals for the session
  + Agenda for the session
* Printed handouts:
  + Photos from Slide 8
  + Photos from Slide 10
* Flip chart version of a “slide deck” (copy the content of the following slides onto a piece of flip chart paper, and present the session using flip chart paper as a visual aid, rather than a PowerPoint presentation):
  + Slide 11
  + Slide 14 discussion questions
  + Slide 16
  + Slide 18