

## Do you Storify? Do you want to? Here's How!

Compiled by Sheila Jones, CJE, JEA Mentor for her mentees, March 2016.

In the realm of online publishing, a relatively new form of storytelling has appeared based on an app called Storify. According to Wikipedia, "Storify is a social network service that lets the user create stories or timelines using social media such as Twitter, Facebook and Instagram."

Here's an example so you can see what I'm talking about. This is an early example from 2010 when the app first launched describing the different ways then mayors Michael Bloomberg and Cory Booker coped with winter weather issues in their cities:

<http://voices.washingtonpost.com/44/2010/12/post-286.html>

To begin, you need to register for the free app:

<https://storify.com/>

Here are two other links that detail how/why you can use Storify in your online program:

<http://clairediazortiz.com/how-to-use-storify/>

<http://mulinblog.com/how-to-use-storify-two-examples-of-obama-sotu-address/>

Before you wig out and say this is too much, or I can't see us trying this, check out this link from the Poynter Institute that does a great job of explaining Storify's uses and purposes in an educational setting:

<http://www.poynter.org/how-tos/journalism-education/153565/4-ways-journalism-educators-are-using-storify-as-a-teaching-tool/>

Personally, I think some of these applications would be great fun in any classroom. This is one of those times when I regret not being in the classroom every day.

But unlike some of the other materials I've sent you, I have not used this. So I asked a former student of mine who frequently uses Storify as a professional journalist. His name is Ryan Parker, who began his career at The Denver Post, moved a few years ago to the Los Angeles Times, and currently writes for The Hollywood Reporter. Ryan has used Storify as a way to collate and curate breaking news. Here's what he says to watch out for when using Storify:

"First and foremost, be careful what you post on there. If it is a breaking news situation, make sure you trust the source. There have been plenty of times in the past when I have seen someone share news or a picture from something that had nothing to do with the current story, like using an old fire picture. With that said, try to find people using social media who are on the scene and who can give a better perspective as to what is going on. Again, make sure their bio and what they are posting adds up with what is reportedly happening. It is also a great program for covering events, such as huge shows, games, or award shows. I think it is just an easier tool to use, rather than writing HTML code, which you have to do in some programs to embed multiple social media pieces."

Read here for another list of "do's and don't's" when using Storify.

[http://readwrite.com/2012/22/dos\\_and\\_donts\\_for\\_using\\_storify](http://readwrite.com/2012/22/dos_and_donts_for_using_storify)

Overall, I think this is a format that can enliven your online publication and one that students can have a lot of fun with. Here are two examples of having fun with Storify:

- Reese's response to their 2015 Christmas tree-shaped candy:

[http://aplus.com/a/reeses-response-tree?utm\\_content=inf\\_10\\_459\\_2&c=2547&utm\\_campaign=j2984&utm\\_source=a86232&ts\\_pid=600&tse\\_id=INF\\_f94802e5bc1b49da9d235a60791f683b](http://aplus.com/a/reeses-response-tree?utm_content=inf_10_459_2&c=2547&utm_campaign=j2984&utm_source=a86232&ts_pid=600&tse_id=INF_f94802e5bc1b49da9d235a60791f683b)

- After quarterback Cam Newton showed up for the Super Bowl wearing Versace pants, CBS This Morning host Charlie Rose bet he could wear some too...and he did. Here's the Denver CBS4 Storify response:

<http://denver.cbslocal.com/2016/02/02/charlie-rose-doesn't-disappoint-in-bet-over-cam-newton-pants/>