

IMPACT PACK MEDIA STRATEGY DECK v. 2.0

The Impact Pack helps media makers and funders brainstorm, strategize, and assess impact. It can help you think through your goals, weigh the merits of various platforms, and define your relationships with users. Use it to:

- Prototype your media engagement strategy
- Tell or iterate your impact story
- Weigh different options
- Get feedback from partners and users

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HOW TO USE THE IMPACT PACK

The easiest way to use the cards is to lay them out from left to right in order to build a simple story about your media project's engagement strategy and outcomes.

Lay the card suits out in this order:

- 1) *Platforms*
- 2) *Audiences*
- 3) *Engagement Models*
- 4) *Connectors* (Just pull out the equal sign for now.)
- 5) *Outcomes*

Select no more than three of each of the cards from each suit—this is how you will build the basic story of your media strategy.

EDITING YOUR CORE STORY

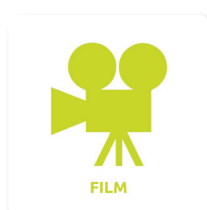
Once you've laid out an initial strategy, use the rest of the *Connectors* cards to "edit" that strategy. For example:

- What would happen if you lost half your funding? Use the "Minus" card to identify which pieces of your strategy to exclude.

- What if you got a big influx of cash? Use the "Plus" card to add an element onto your strategy.
- Which aspects of your strategy need to grow in order for the whole thing to work better? Use the "Scale Up" or "Accelerate" cards to indicate leverage points.
- What's really important? Use the the greater than/lesser than cards to indicate priorities.

Once you've settled on a core story, use other categories to elaborate:

- Lay *Digital Content Types* alongside the relevant platform cards to expand upon what you're making.
- Use the *Senses* cards to think about how your project can become a richer experience for users.
- Use the *Individual Responses* cards to think through how users might respond to your media project (good or bad). Or use these cards in a focus group to ask audience members or partners how your project makes them feel, and whether that might move them to action.
- Did we forget something? Use the blank cards to customize your strategy.



FILM



NEWSPAPER



YOUTH



FAN CLUB



EMPATHY GENERATOR



EQUAL



CULTURE SHIFT

USING THE ENGAGEMENT MODELS

The Dot Connector Studio team based these engagement models on a decade of research into how participatory media projects connect with users and stakeholders to drive social change. Here are short descriptions of how each one works. To see examples, visit dotconnectorstudio.com/cards.



Aha! projects spread an unexpected bright idea, with a goal of widely influencing conversation.



Big Bang projects raise awareness with a huge splash



Crowdsourcer projects engage users as co-producers



Crowdfunder projects engage users as investors



Domino Effect projects engage users around a defined outcome



Gotcha projects engage users around corruption and scandal



Fan Club projects engage users around charismatic individuals or groups



Invention Engine projects offer resources for creative mediamaking



Captivator projects grab and hold users' attention



Safe Space projects help vulnerable users share news and stories



Networked Hub projects build user talk and action over time



Bridge Builder projects facilitate dialogue around contested topics



You Are Here projects engage users around local topics



Empathy Generator projects spark connection to change minds

CONNECT WITH US

Dot Connector Studio conducts engagement workshops and one-on-one strategy sessions to help organizations maximize their impact with the Impact Pack. [Email: cards@dotconnectorstudio.com](mailto:cards@dotconnectorstudio.com)

The Impact Pack was created by Jessica Clark and Carrie McLaren of Dot Connector Studio, a cross-platform production and strategy firm based in Philadelphia. Learn more about what we do and find free impact tools and downloads at dotconnectorstudio.com.

Clark developed the initial version of the Pack as a Senior Fellow at the USC Annenberg Norman Lear Center's Media Impact Project (mediaimpactproject.org). She has conducted much of the supporting research on media impact for Media Impact Funders (mediaimpactfunders.org), a network of foundations that support public interest media.

