
Powerful Storytelling for Web 2.0

New Media Cheat Sheet

Web 2.0	The new, collaborative content chapter of the Internet story. Facilitates collaboration and sharing.
Blog	Web journal that is regularly updated and allows links and comments. See some with www.blogsearch.google.com .
Podcast	Audio snippet (like a radio story) you can download and consume when you want
Wiki	Website where users add and edit content collectively, such as www.wikipedia.com .
MySpace	Social networking site that offers a space to blog, host a web page, post photos and videos, and link to a network of “friends.” www.myspace.com
YouTube	Video-sharing site that is even more popular than MySpace. www.youtube.com

10 Ways to Pump Up Your Storytelling Muscles

- 1) Start really looking at people and welcoming random conversations.
- 2) Eavesdrop in a coffee shop. Use this as subject inspiration and write about it.
- 3) Carry a notebook, voice recorder, or index cards to capture snippets of stories or ideas for blog or podcast posts.
- 4) In the car, listen to audio storytellers like “This American Life” on NPR or a classic radio channel on satellite radio. Many of these programs are also available as podcasts on iTunes.
- 5) Sit down and just write something for 10 minutes. No editing.
- 6) Make a story out of a found object, like a grocery list.
- 7) Go through old files on your computer. If you have a good search function like Spotlight, type in a word or concept you’re thinking about and see what comes up.