

# Telling Your Personal Story

Sharing your story is one of the most important things you can do to help organize your community towards the causes you care about. Telling your personal story humanizes political issues, and helps others remember that politics are about people – the choices we make at the ballot box impact everyone. By sharing your “why”, you can connect over shared values and experiences, motivating people to take action towards a future where everyone can succeed.

## Writing Your Story

To get started writing your personal story, think about a pivotal moment in your life where you were faced with a **challenge** and had to make a **choice**. The challenging experience you select should relate to the issues you care about – racial justice, gender equity, reproductive rights, sustainability, affordable housing, etc. Some questions you can ask yourself to help identify this challenge point are:

- When did I first encounter injustice?
- When and why did I feel I had to take action against injustice?
- How do the issues I care about impact my life?

After you identify your challenge, it’s time to share the choice you made during that difficult moment. What did you do when you encountered this injustice and why? **How did your values move you to act?** This is an important point of connection when sharing your story with others – if your audience shares similar values and they see how you chose to act on those values, then your story can inspire them to act on those shared values too.

Last but not least, you’ll want to define the **outcome** in your personal story. What happened after you chose to act? This part of your story can help show others that one person’s actions can truly make a difference. Sharing your outcome can motivate others to take actions that produce similar impact. Some questions to consider as you record your outcome are:

- How did taking action make me feel?
- What did I learn from this experience?
- How did this experience connect me with community?

## Sharing Your Story

Now that you've written down your story, it's time to share it! Sharing your story online is a great way to get your "why" out there and start inspiring others to take action towards a better future.

When sharing your story online, you'll want to be sure to include a **hook** at the beginning and a **call to action** at the end. A hook is a way to grab your audience's attention and pull them into watching your story. A call to action tells your audience what to do after watching your story – how do they take action in their community? **A great place to send viewers is [Go.KamalaHarris.com](https://www.go.kamalaharris.com) to get them involved in the campaign!**

There are a few best practices you'll want to consider when recording and sharing your story online:

- **Keep your video to a few minutes long.** Online attention spans don't last long, so keep your video to 2-3 minutes at most to maximize engagement.
- **Record it in a vertical format.** This will be the most universal format for sharing across different platforms. You can record it using the front facing camera on a phone, or have someone take it for you.
- **Make your call to action clear!** Everyone coming away from your story should know exactly how to get involved. Include just *one* way to get involved to make it as simple and clear as possible.
- **Have your face facing a window or light.** Avoid having light shine behind your head or being backlit!
- **Practice makes perfect!** Practice sharing your story over and over – the more comfortable you are with what you're saying, the more natural you'll appear on camera, making it easier for your audience to connect with you and your story.
- **Include relevant links and tags in the description.** When uploading your video to social media, make sure to include any relevant links and tags in the description. This includes a link to [Go.KamalaHarris.com](https://www.go.kamalaharris.com) as your call to action, tagging the campaign [@TeamKamala](https://twitter.com/TeamKamala), or any other relevant people, groups, and organizations.
- **Stay safe online.** Your personal story is personal, but use your best judgment on deciding what might be *too* personal to share. Consider that once something is online, you can't take it back – and you have no control over who might see it. Make sure the content you post is something you feel comfortable with family members, friends, and coworkers seeing.