

Cognitive load and attention in digital storytelling

How to tell impact stories in a way that gets heard

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What we're looking at today

Why stories
are important

7 digital
storytelling
tips

Digital
Storytelling
Festival

Europeana
Impact
Playbook

Discover Europe's digital cultural heritage

Search, save and share art, books, films and music from thousands of cultural institutions

🔍 Search 50+ million items



Why storytelling?



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Emotion?

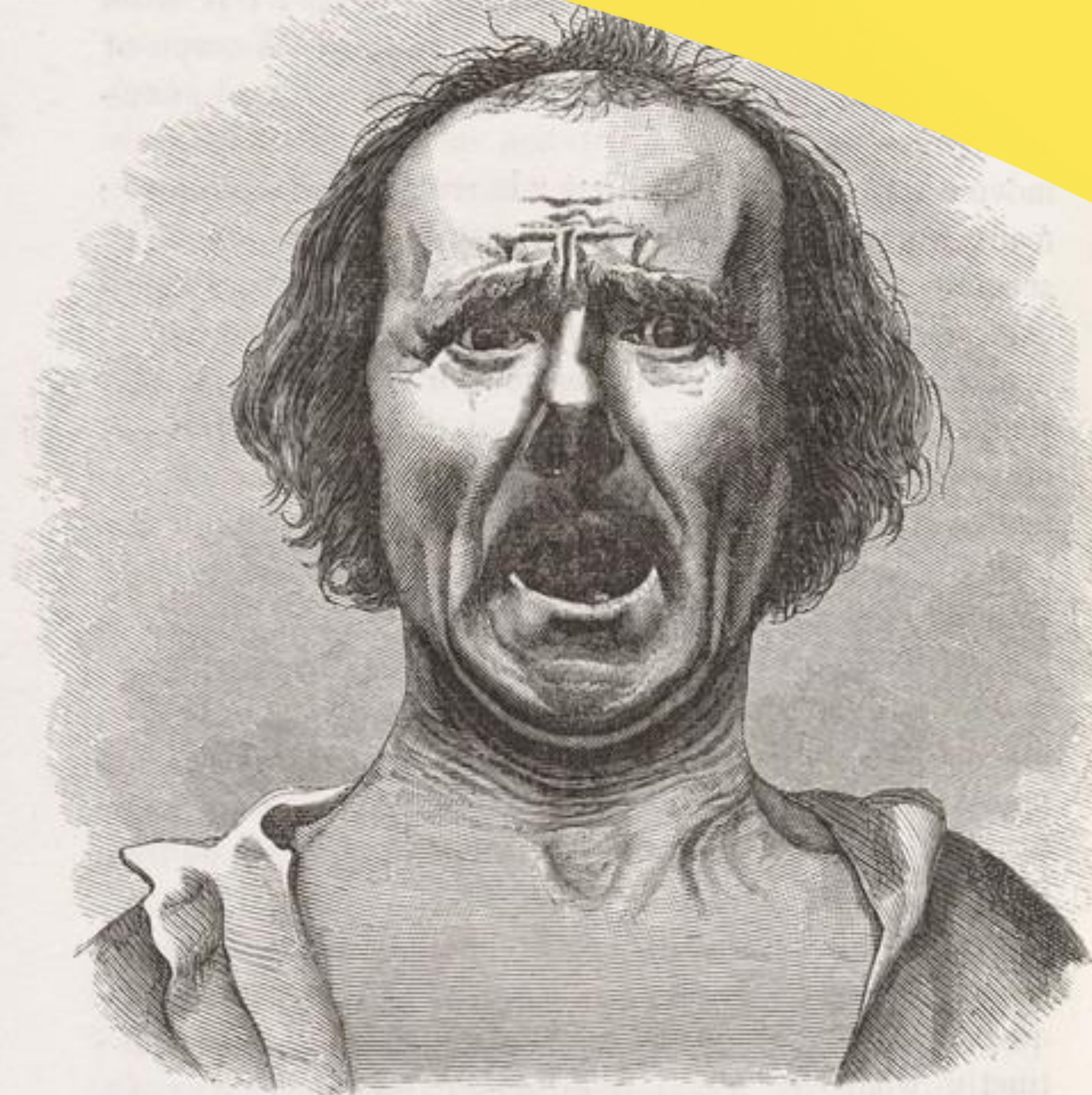


Fig. 21. Horror and Agony. Copied from a photograph by Dr. Duchenne.

7 DIGITAL STORYTELLING TIPS



FOR
THE CULTURAL
HERITAGE
SECTOR

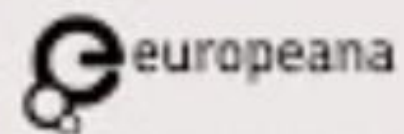



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7 DIGITAL STORYTELLING TIPS

FOR
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1

Be personal

Personal stories can bring the past to life and help people relate to history on an emotional level. Consider the human significance of cultural artefacts and sites.

Be informal but expert

People want to learn but jargon can put them off. As long as the content is well-informed, the format of your story can be experimental and playful.

2

3

Tell hidden stories

So much cultural history remains untold. When choosing subjects, consider who is missing from the picture, and try to give a voice to a range of people and communities.

5

Signpost your journey

In digital storytelling - particularly on complex platforms - clear narrative structure is essential. Keep the navigation simple, so the visitor knows where they are at any point.

7

Be evocative

Cultural history stories need to be based in fact, but they don't need to be dry. Use descriptive terms and invite the viewer to place themselves within the scene.

Illustrate your points

Long written or spoken narratives can be hard to engage with. Breaking up the story with visual (or audio) material, and building in time to reflect on it, can enrich the experience.

4

Be specific

Specific topics can still engage a broad audience. Start from a particular detail that lies at the heart of your story, then move to the bigger picture. Personal stories and well-chosen images can help keep your focus.

6

Digital Storytelling Festival



- Two-day online event bringing together cultural heritage, storytelling and contemporary society
- Diverse speakers and practical workshops to boost digital and storytelling skills
- Online Creative Residency for a small group with a focus on storytelling and reuse in different formats

- 566 unique participants in 2025
- "I feel truly inspired by the examples and advice shared. I will definitely use these insights to advance digital storytelling within the rural communities I work with!"
- 19-20 May 2026





Digital and data-driven
Opportunities to strengthen
the Social Economy Impact

Example: The Sourdough Library



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Digital and data-driven
Opportunities to strengthen
the Social Economy Impact

Example: Elsewhere in India



**Example:
Museum of
Women's
History,
Zambia**

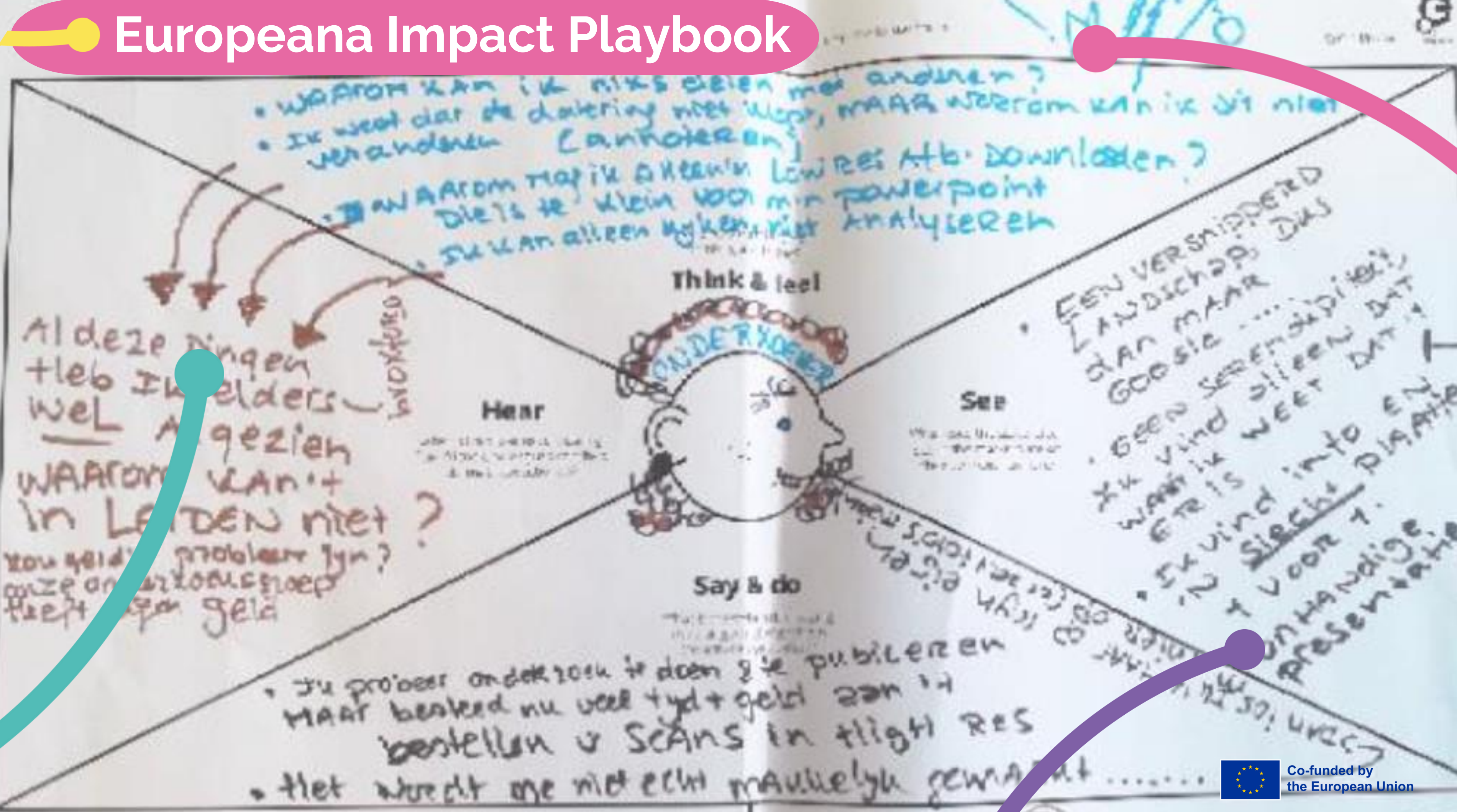
F R A M E

Re-framing our History of Women With 50 Artefacts



MBUSA

Europeana Impact Playbook





- A four-phased approach to help you design, measure, narrate and evaluate your impact.
- Phase 3 = impact narration
 - What do you want to achieve?
 - Create your narrative
 - Visualise your data
 - Create your report
- "People hear statistics, but they feel, remember and act on stories"

- [Europeana.eu](https://europeana.eu) - explore collections and stories, share your collections and subscribe to our newsletter.
- [Pro.europeana.eu](https://pro.europeana.eu) - join Europeana Network Association and its communities.
- [Dataspace-culturalheritage.eu](https://dataspace-culturalheritage.eu) - news, events, strategy, share your collections
- Social media – find in our footers

For more information, collaborations or just to say hi, email Beth.Daley@europeana.eu



Resources for writers and storytellers

Workshops, courses and tools to inspire



EUROPEANA WRITERS' ROOM
prompts & forums



EUROPEANA WRITERS' ROOM
live workshops



7 DIGITAL STORYTELLING TIPS
in 17 languages



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roll and write



DIGITAL STORYTELLING FESTIVAL



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story courses



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