

Digital Storytelling Project

A Tale of a Town and it's Team



Inspiration

- Outsider perspective
- Evident driving through the city the influence of the Packers
- Compared to other big cities
 - Among the 32 NFL teams, the Green Bay Packers are based in the smallest city in population and market.
 - GB Population: 105,000
 - To compare, New Orleans is the city for the next ranking in market with a population of 390,000.
 - GB is one of two cities to only have an NFL exclusive team among the big four major sports (NFL, NBA, MLB, NHL)



Description

- Story: Green Bay and the Packers
- Two main sites: Twitter & Map Hub
 - Twitter
 - Tweets, tag, hashtag
 - MapHub
 - Interactive map
 - Name, description, tweet, link
- Overall: 👍 except for audience engagement



A Tale of a Town and it's Team – Digital Storytelling



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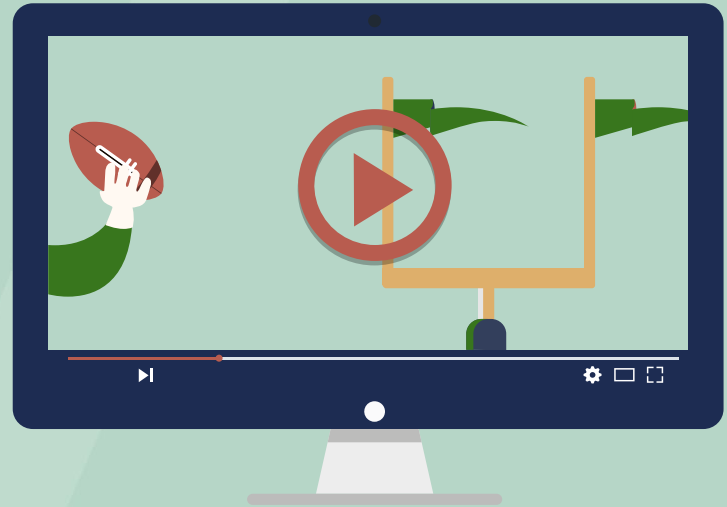
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Digital Storytelling

- Storytelling is incredibly important to human beings
- Digital storytelling is no different
 - Principles of Digital Storytelling
 - Serial Structure
 - Personal Presence
 - Social Framework
 - Multiple Proscenia
 - Platform Affordances



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Engaging Audiences

Twitter

Benefits

- Quick Post
- Social Currency
- Analytics

Drawbacks

- Low interaction
- Similar to other Twitter pages

MapHub

Benefits

- Easy to use and operate
- Map out our project

Drawbacks

- Little knowledge of the website
- Couldn't track how people used MapHub



★ Best: **1759** Impressions

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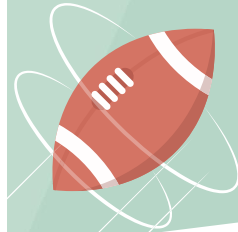
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Experiential Learning Addendum

- New Social Media Platforms
 - Twitter Account
 - New to some members of the group
 - Limited characters
 - Professional
 - Analytics
 - Harder to reach an audience
 - MapHub
 - New platform for all of us
 - Interactive
- Multimedia
 - Shareability
 - Intermedia



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NO DOUBT GREEN BAY WOULD NOT BE THE SAME WITHOUT THE PACKERS!



PACKERS

HOME

10:09

VISITOR

69

14

DOWN

TO GO

BALL ON

QTR

03

04

04

04

