YES, IT'S THAT EASY

CREATING A STORIFY ARTICLE FOR THE WEB

by Erinn Harris

Have you heard about Storify? You've definitely heard of:

Facebook	Flickr
Twitter	Instagram
Google +	Google
YouTube	Giphy
Getty Images	This thing called the internet

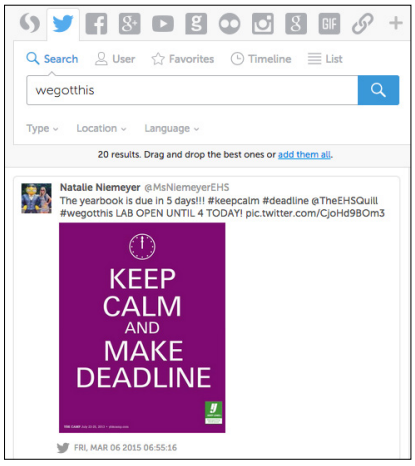
Storify lets you harness the power of all the social media outlets above and use them to tell the story of an event or idea.

Here's a Storify article about how publications staffs get it done, despite Mother Nature, that I put together after the Great March Snow of 2015:

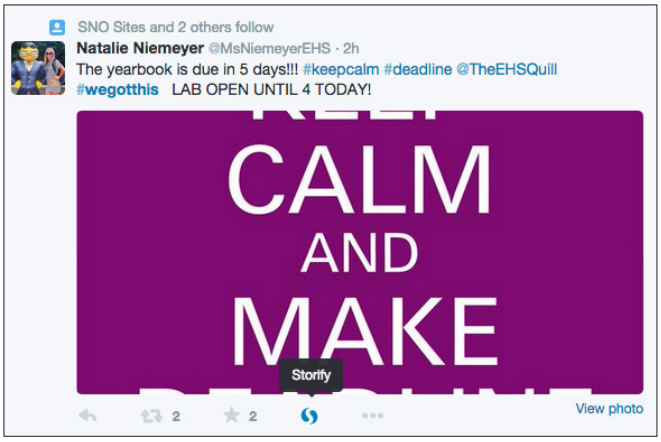
If you're interested in teaching your staff how to put together a Storify, here's what you need to do.

1. **USE GOOGLE CHROME.** This is not everyone's favorite, but Google Chrome as a Storify extention that makes using the tool incredibly easy. Do yourself a favor - use Chrome! (That's also how I'll be explaining the process.)
2. **VISIT STORIFY.COM AND CREATE AN ACCOUNT.** I created an account through my school email address, but you can also sign up via Twitter or Facebook.
3. **CLICK ON "NEW STORY."** It's a big green button in the top right.
4. **GET THIS PARTY STARTED.** Enter a headline and a description (which I find optional), then start curating content.
5. **CURATING CONTENT: TWO METHODS**

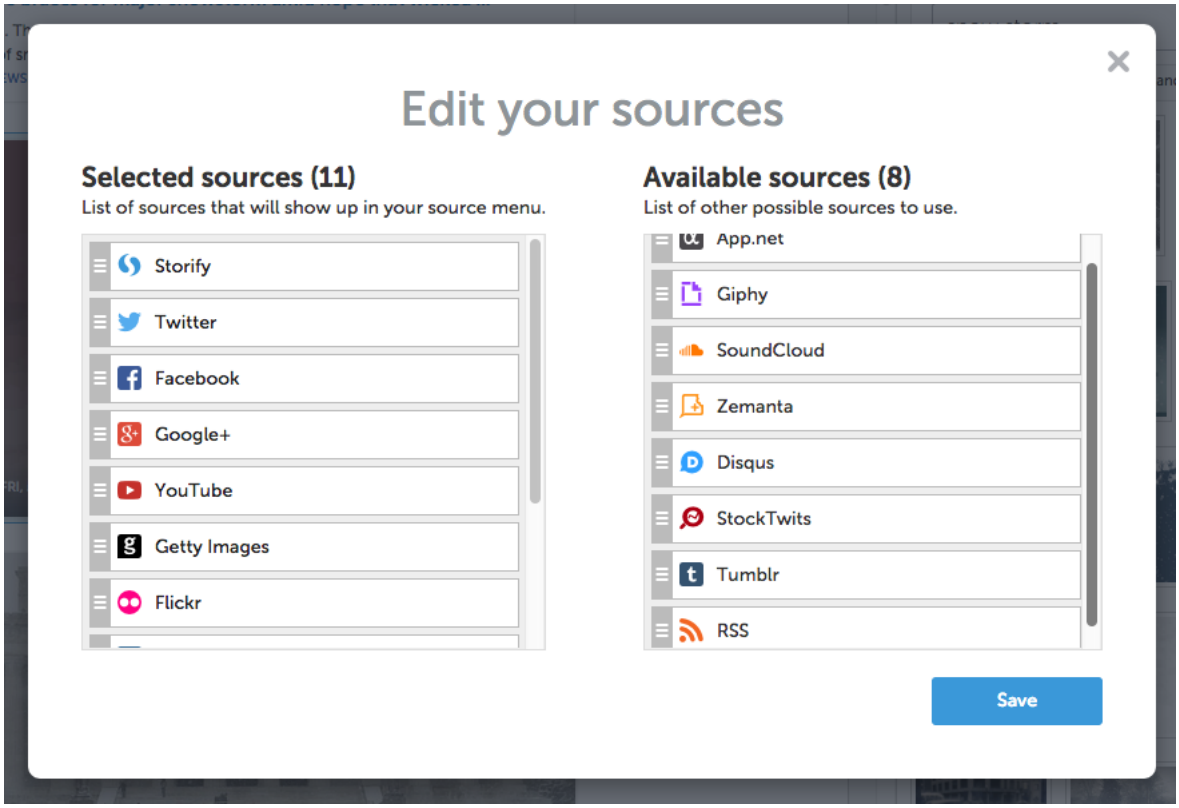
Search via Storify: With your Storify open, you can see on the right a search engine of sorts. Type in the hashtag you're searching for, and Storify will give you results.



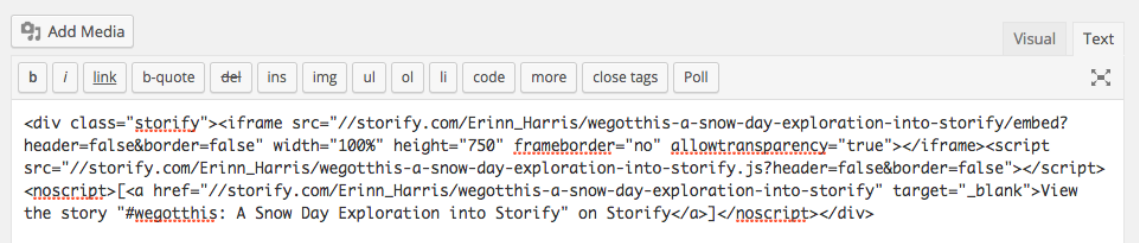
Search via Twitter: Here's where the Chrome extension comes in handy. Search your hashtag, and when you find tweets you want to save, at the bottom of that tweet is the Storify icon. Click it! This will store the tweet in your Storify "Saved Elements."



6. **CREATE YOUR STORIFY.** Once you have all your content, all you have to do is drag and drop it into the body of the article on the left. Put the content in any order you like - whatever helps you tell the story!
7. **ADD MORE SEARCH OPTIONS:** Clicking on the "+" sign next to the URL option will let you customize your toolbar if there are other search engines you'd like to use.



8. **ADD NARRATIVE TO YOUR STORIFY.** Once you have the content in the order you'd like, you can click in between items to add narrative and reporting.
9. **PUBLISH YOUR STORY.** Click "Publish" at the top, and your Storify is ready for the world to see. You'll even be given the option to notify those that you quoted on Twitter, which can drive extra traffic to your website!
10. **PUBLISH ON YOUR WEBSITE.** To publish your Storify on your website, simply click "Embed" at the top of our published story. Copy the embed code (I like the Mini-Header option best). We use Wordpress, so once you've created your new story on your site, click on the "Text" tab at teh top of the story and paste the embed code.



11. ENJOY!