

Shifting the Narrative in your Work

Adapted from **Grassroots Policy Project's Strategy Resources for Social Movements** www.strategicpractice.org



Communications

- Audit existing communications (eg website, brochures, newsletters, social media, etc) to identify where you may be reinforcing the dominant public narrative
- Audit existing communications to identify opportunities for shifting the narrative
- Upgrading your trainings and practice on generating letters to the editor and op-eds to include shifting the narrative as an integrated consideration

Membership and Leadership Development

- Training leaders in the concepts of public narratives, shifting narratives, and power
- Engaging leaders in developing their skills in shifting narratives
- Introducing your new narrative to a broader membership
- Shaping one on one conversations with members/leaders to dig into personal values- looking for how they are connected or resistant to dominant public narrative and how they see things the same or differently
- Integrate public narrative consciousness into all relevant trainings (ex. orientations)
- Develop or modify outreach communications that connect and attract people at a narrative level

Building External Relationships/Strategic Allies

- When meeting and working with important community partners, draw out their worldview as it relates to your issues and invite them to see it through another lens (your narrative)
- Work with people/groups you want to have long term relationships with to develop a common understanding and work to shift the public narrative- even when the role you are playing in your work may be different

Questions to Consider Along the Way

- How is the dominant public narrative at play in the specific situation/issue we are addressing
- What is the vulnerability in that dominant public narrative? (note: vulnerabilities are not where you can argue a different point but where some component of the dominant narrative is losing resonance in the public realm)
- How (words and actions) can we unmask what is really being said to take advantage of the vulnerabilities
- Where are there opportunities for advancing our narrative? Where is there an openness to a new way of thinking about the situation?
- How (words and actions) can we elevate our narrative?
- How (words and actions) can we offer a choice- not just in policy but in what beliefs should shape policies
- How can we work today in small ways that make bigger shifts possible later?