



Guideline 23: The story matters. Consider how best to frame the story in court papers as well as in public discourse. Your clients' stories are theirs – make sure they want to tell the story.

Individuals:

Storytelling can be an important way in which an issue is personified and therefore more relatable. This is not to say that people's experiences should be exploited for a good story, but for those who have experiences, and want to share them, highlighting harms and infringements on a human level can help both the courts and the public better understand the issues. This is of particular importance in the context of digital rights which remains an abstract concept for many. Highlighting several stories can be useful for putting a spotlight on a systemic issue. Podcasts and interviews are a great way of sharing stories. A [podcast](#) on the recent [Post Office scandal](#) in the UK gave a wrongly convicted individual, Janet Skinner, a chance to share her story.

Litigators:

For litigators, telling a story through court papers is key – again making digital rights issues tangible can help inform a court of the harm of the infringement. Linking digital rights to other rights or providing comparable examples can assist the court in better understanding the story.

Media:

The media can play an important role, so it is wise for litigators to acknowledge the role of the media and work on meaningful and mutually beneficial partnerships with them. It is worth considering engaging different forms of media such as mass or mainstream media, local community media, and specialist media, such as those serving particular professional audiences for whom your case may be relevant.

Social Media:

The power of social media as a tool for activism should not be gainsaid. Hashtags, posts, memes, tweets, and stories are increasingly relied on to share information and create narratives. Social media has the potential to reach a substantial audience. There are [many ways](#) to use social media for storytelling.
