AGENCY ON AGING AREA 4

Digital Storytellers Spring 2026 | Social Media Assignment

Assignment:

Help bring aging services to life through short-form video (Digital Story) content that educates, inspires, and connects with the community. Your final products will help the public understand the Aging Network and the services available to older adults and caregivers.

Choose and complete ONE of the two content project choices below.

CHOICE 1: "Area Agency on Aging Area 4" Mini-Series

Step 1: Using information found on www.agencyonaging4.org, create 8-12 graphic slides that explain:

- What is Area Agency on Aging Area 4?
- Who does Agency on Aging Area 4 help?
- What are the five key service areas?
- Why does this work matter?
- End with Call to Action: How can someone contact an AAA?

Step 2: Turn your graphics into a video reel (60-90 sec) saved as a .mp4 file

- Feel free to narrate the slides or use royalty-free music.
- Add royalty-free photos (in between slides, at the beginning, or end) for visual interest
- Use AAA4 Logos and Style Guide: https://www.agencyonaging4.org/logos

CHOICE 2: "ADRCs: No Wrong Door" Story Series

Step 1: Using information found on www.adrc4.org, create 8-12 graphic slides that explain:

- What is an ADRC?
- Who can an ADRC help?
- What are the main things the ADRC can help with?
- What is the "No Wrong Door" approach?
- End with Call to Action: How can someone contact their local ADRC?

Step 2: Turn your graphics into a video reel (60-90 sec) saved as a .mp4 file

- Feel free to narrate the slides or use royalty-free music.
- Add royalty-free photos (in between slides, at the beginning, or end) for visual interest
- Use ADRC Logos and Style Guide: https://www.adrc4.org/logos

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Your final Digital Story should:

- Use only approved facts
- Be written at a 6th–8th grade reading level
- Use simple, clean layouts (Canva templates are fine)
- Be accurate, friendly, and easy to understand

General Tips:

- Use large, high-contrast text— dark text on light background or vice versa
- Keep visuals clean and uncluttered
- Use trending sounds only if they're royalty-free or approved
- Keep text large and readable for mobile viewing
- Cite reputable sources (e.g., CDC, ACL, AARP)
- Explain statistics in plain language
- Avoid overwhelming viewers with too many numbers

How You Earn 15 Hours:

You do not need to track your hours with Agency on Aging Area 4 but it is expected that you will spend at least 15 hours on this project similarly to this rough outline.

- Researching AAA/ADRC materials: 2 hours
- Drafting slide text: 2–3 hours
- First-round graphic creation: 3 hours
- Peer review + revisions: 2 hours
- Video creation: 3–4 hours
- Final polish + submission: 1 hour

Due Dates: Submit all .mp4 files here: https://www.agencyonaging4.org/digital-storytellers

- DUE March 20: First Draft of your Digital Story
- MEET April 2: Peer Review & Feedback during Thursday class session (5:30PM – 6:30PM)
- DUE April 17: Final Draft of your Digital Story

Brand Assets: Make sure your digital story is appropriately 'branded' and don't forget to include the appropriate logo.

- Agency on Aging Area 4 Logos and Style Guide: https://www.agencyonaging4.org/logos
- ADRC Logos and Style Guide: https://www.adrc4.org/logos

Updated: February 27, 2026