

## Rise of the Creator

**What is it?** Sharing pictures, videos, and stories online is no longer exclusively the job just of the professional. The rise of social media and the ever-improving camera function on our smartphones have fundamentally challenged and democratised who creates content and who tells stories.

**Why Should I care?** By partnering with creators you have the power to tell untold stories, to connect on a personal level and access untapped audiences. We are all creators. Whether we acknowledge it or not. We all have the power to tell stories.



Power to the Creator



Citizen Journalism



The Creator Economy

### So what?

Who can, or maybe already is telling the story of your organisation and the work you do?

What could you learn from the best creators and community builders? Could you take time to immerse yourself in creators who have built genuine and loyal communities around themselves.

What could support look like via new platforms? What could trialling that on a small scale look like?