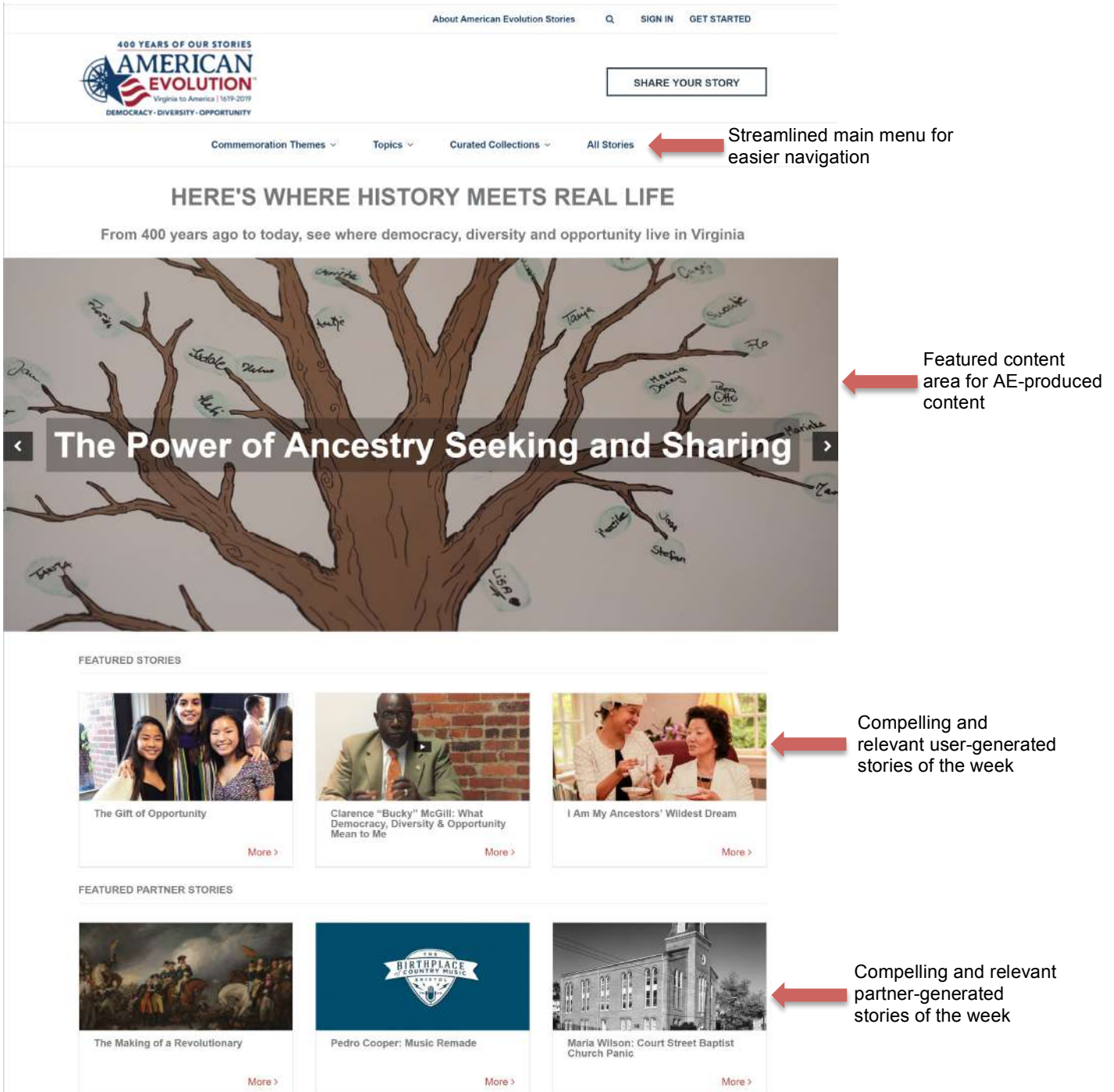


American Evolution Stories User Guide

AE Stories Homepage

- 2019 Commemoration Themes, Topics, Curated Collections and All Stories are easily accessible from the main menu
- Featured content areas will be updated weekly to promote partner- and user-generated content in alignment with events, programs and messaging focus areas

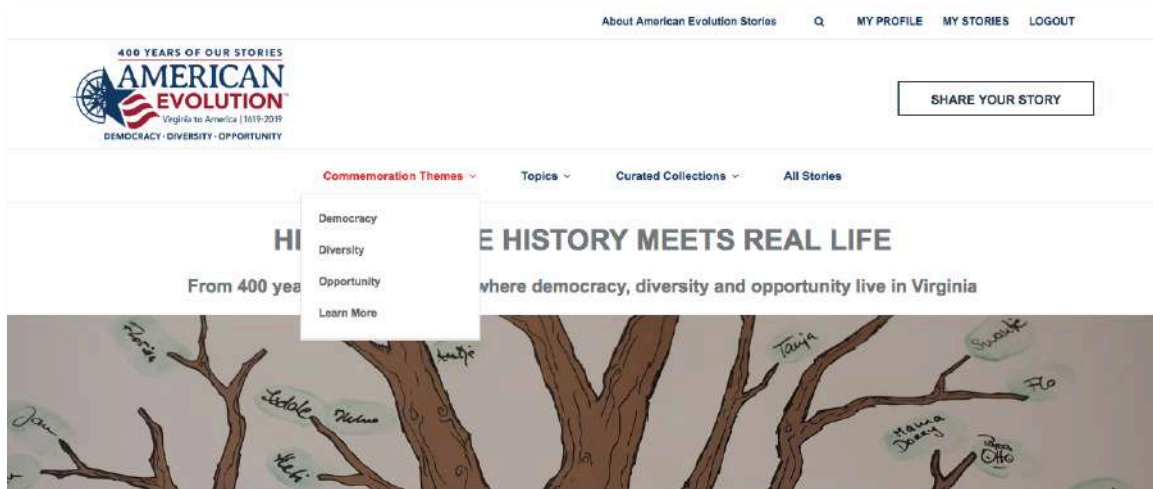


The screenshot shows the homepage layout with several key elements:

- Navigation Bar:** Includes "About American Evolution Stories", a search icon, "SIGN IN", and "GET STARTED". A "SHARE YOUR STORY" button is prominently displayed.
- Main Menu:** Features "Commemoration Themes", "Topics", "Curated Collections", and "All Stories". A red arrow points to "All Stories" with the annotation: "Streamlined main menu for easier navigation".
- Hero Section:** Titled "HERE'S WHERE HISTORY MEETS REAL LIFE" with the subtitle "From 400 years ago to today, see where democracy, diversity and opportunity live in Virginia". Below this is a large tree graphic with names on its branches. A red arrow points to the tree with the annotation: "Featured content area for AE-produced content". The main headline on the tree is "The Power of Ancestry Seeking and Sharing".
- Featured Stories:** A section titled "FEATURED STORIES" containing three user-generated story cards:
 - "The Gift of Opportunity" (with a photo of three women)
 - "Clarence 'Bucky' McGill: What Democracy, Diversity & Opportunity Mean to Me" (with a photo of Clarence McGill)
 - "I Am My Ancestors' Wildest Dream" (with a photo of two women)
 A red arrow points to these cards with the annotation: "Compelling and relevant user-generated stories of the week".
- Featured Partner Stories:** A section titled "FEATURED PARTNER STORIES" containing three partner-generated story cards:
 - "The Making of a Revolutionary" (with a historical painting)
 - "Pedro Cooper: Music Remade" (with a logo for "THE BIRTHPLACE OF COUNTRY MUSIC")
 - "Maria Wilson: Court Street Baptist Church Panic" (with a photo of a church building)
 A red arrow points to these cards with the annotation: "Compelling and relevant partner-generated stories of the week".

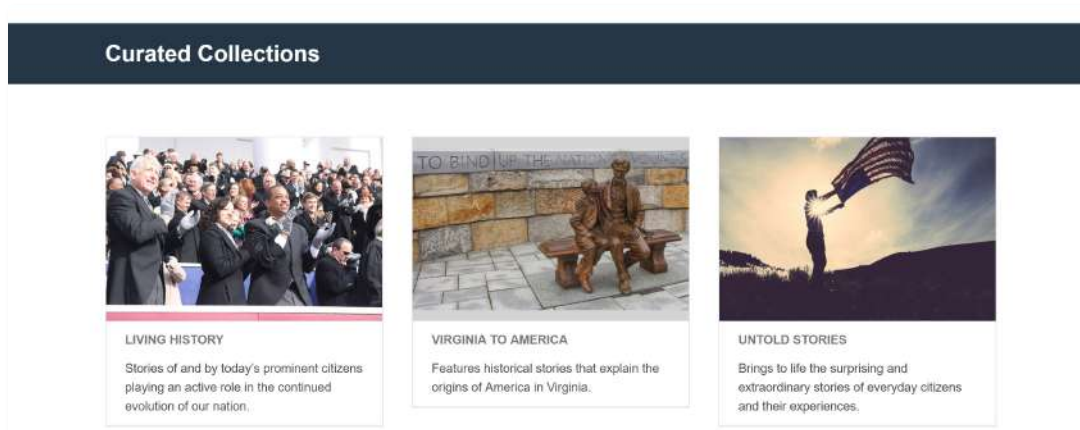
Navigation

- The main menu allows audiences to easily navigate to 2019 Commemoration Themes, Topics, Curated Collections and All Stories from homepage

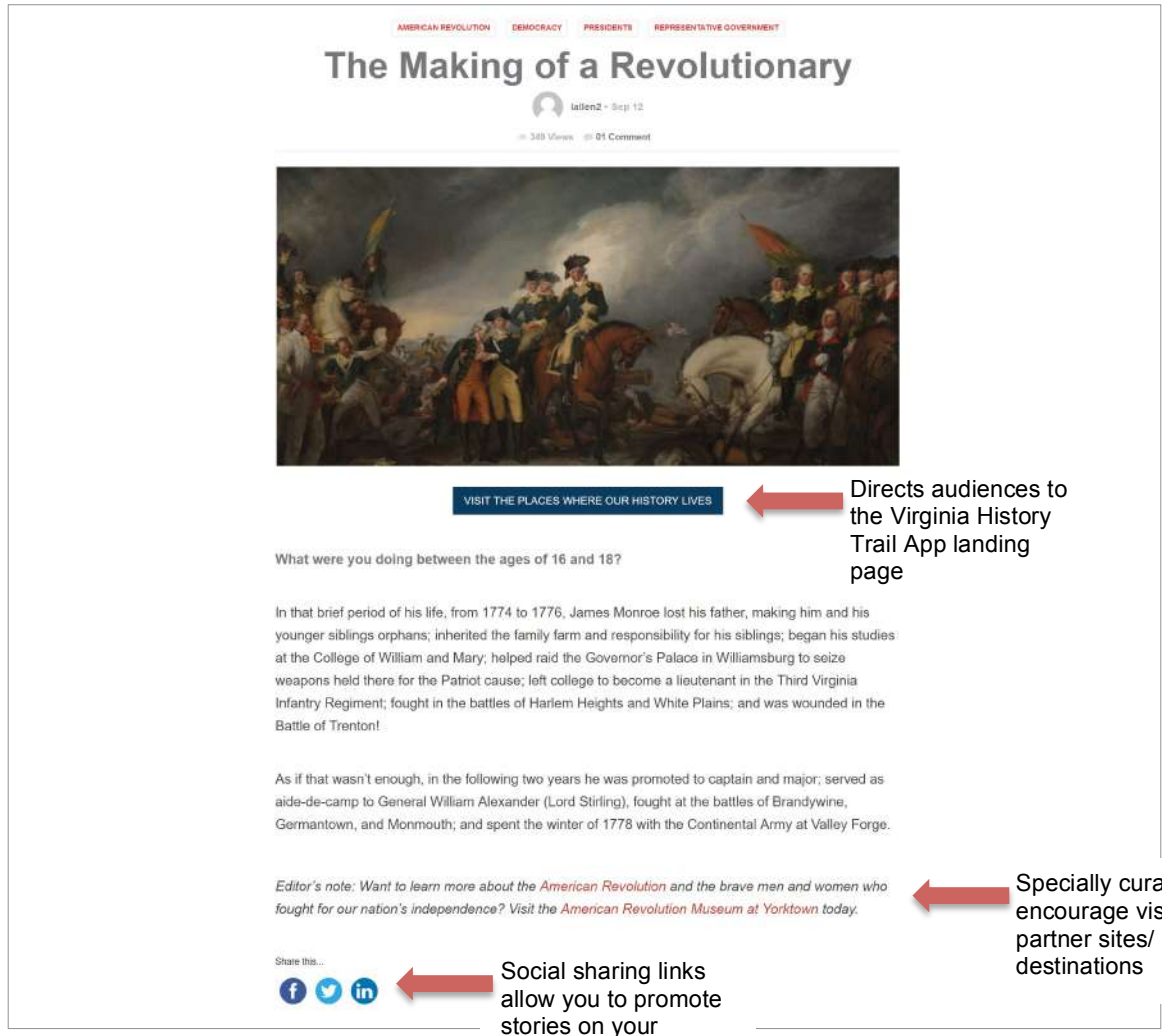


New Pages

- Commemoration Themes and Curated Collections pages now include helpful descriptions for audiences/contributors



Story Page Partner Engagement Calls to Action



The screenshot shows a digital story page with the following elements:

- Navigation Bar:** AMERICAN REVOLUTION, DEMOCRACY, PRESIDENTS, REPRESENTATIVE GOVERNMENT
- Title:** The Making of a Revolutionary
- Author:** lallen2 · Sep 12
- Stats:** 343 Views, 01 Comment
- Image:** A historical painting depicting a battle scene with soldiers on horseback.
- CTA Button:** VISIT THE PLACES WHERE OUR HISTORY LIVES
- Text:** What were you doing between the ages of 16 and 18? In that brief period of his life, from 1774 to 1776, James Monroe lost his father, making him and his younger siblings orphans; inherited the family farm and responsibility for his siblings; began his studies at the College of William and Mary; helped raid the Governor's Palace in Williamsburg to seize weapons held there for the Patriot cause; left college to become a lieutenant in the Third Virginia Infantry Regiment; fought in the battles of Harlem Heights and White Plains; and was wounded in the Battle of Trenton! As if that wasn't enough, in the following two years he was promoted to captain and major; served as aide-de-camp to General William Alexander (Lord Stirling), fought at the battles of Brandywine, Germantown, and Monmouth; and spent the winter of 1778 with the Continental Army at Valley Forge.
- Editor's Note:** *Editor's note: Want to learn more about the American Revolution and the brave men and women who fought for our nation's independence? Visit the American Revolution Museum at Yorktown today.*
- Social Sharing:** Share this... with icons for Facebook, Twitter, and LinkedIn.

← Directs audiences to the Virginia History Trail App landing page

← Specially curated CTAs encourage visitation to partner sites/destinations

← Social sharing links allow you to promote stories on your channels

Partner Story Social Promotion Example



2019 Commemoration

October 28, 2018 · 🌐

...

Known for its scenic beauty and moonshine, Franklin County, VA has also been the "home and home away from home" of many musicians, including the legendary Pedro Cooper. His story may be even more unique than his talent.

Read more with the Birthplace of Country Music Museum!
<http://bit.ly/2PYIEY3>



AESTORIES.COM

Pedro Cooper: Music Remade

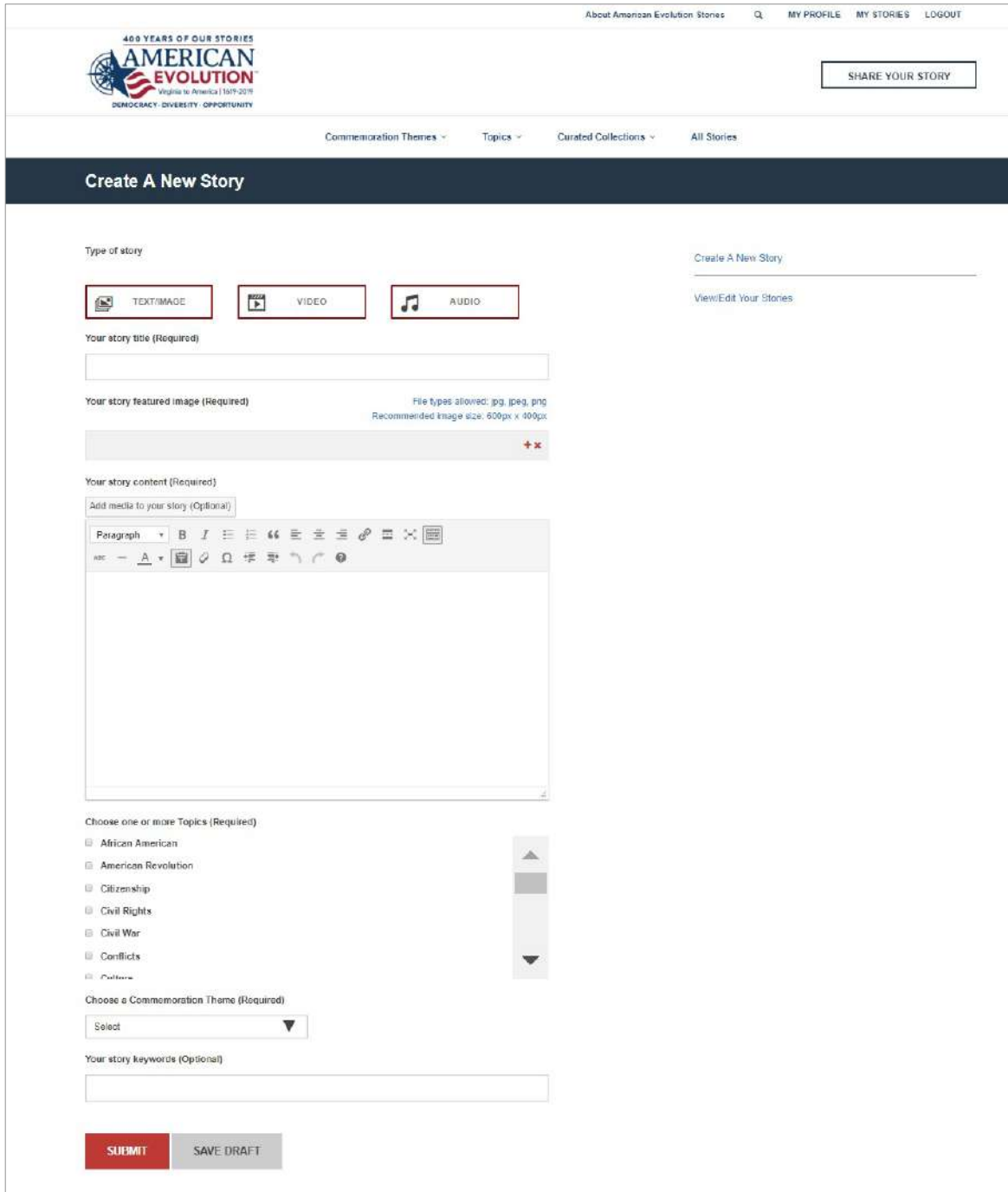
By Laura Gayle Green for the Birthplace of Country Music Franklin County...

👍 5

1 Share

Story Submission

- Streamlined story creation process allows partners to easily submit text, video or audio stories
- Story contributors select relevant Topics and a Commemoration Theme
- To increase your discoverability on the platform, add relevant keywords to your submission



400 YEARS OF OUR STORIES
AMERICAN EVOLUTION
 Virginia to America | 1619-2019
 DEMOCRACY. DIVERSITY. OPPORTUNITY.

About American Evolution Stories | MY PROFILE | MY STORIES | LOGOUT

SHARE YOUR STORY

Commemoration Themes | Topics | Curated Collections | All Stories

Create A New Story

Type of story

TEXT/IMAGE VIDEO AUDIO

Your story title (Required)

Your story featured image (Required) File types allowed: jpg, jpeg, png
Recommended image size: 600px x 400px

Your story content (Required)

Add media to your story (Optional)

Paragraph B I [List] [Link] [Image] [Table] [Code]

Choose one or more Topics (Required)

- African American
- American Revolution
- Citizenship
- Civil Rights
- Civil War
- Conflicts
- Culture

Choose a Commemoration Theme (Required)

Select ▼

Your story keywords (Optional)

SUBMIT SAVE DRAFT

Facilitation Resources

SHARING YOUR STORY IS EASY AS 1-2-3

- 1 DISCOVER YOUR STORY**
You are already a part of American Evolution and your story is too. Explore aestories.com, find a story that resonates with you personally and reflect on how this story inspires you/reminds you of your own experience.
- 2 PUBLISH YOUR STORY**
First, write or record your story, then register (or sign in if you've already registered). Finally, upload your story in "Create a New Story" and click submit.
- 3 SHARE YOUR STORY**
Now that you've shared your story with American Evolution, it's time to share it with your own audience and network. Click one of the social sharing icons at the bottom of your story (or any others) to share it with your family, friends and colleagues.

YOUR KEYS TO SUCCESS

- 1 DESIGNATE A POINT PERSON**
Someone in a communications role who can publish stories to the platform and share them on your organization's social media.
- 2 COLLECT THE STORIES YOU ALREADY HAVE**
Ask employees, board members, volunteers, donors and engaged audience members to share their existing stories with you. Also check your email, file cabinet and computer archives for stories people may have shared with you previously.
- 3 START SHARING STORIES**
Create a list of the first 10 stories you want to share, and begin publishing them on the platform. Be sure to share them on your social media and tag American Evolution as well.

For additional help or further questions, email the AE Stories team at americanevolution@aestories.com.