

ANATOMY OF ETHICAL STORYTELLING

OBJECTIVE:

Tell stories that heal, not harm.

Like the human body, every part of ethical storytelling has a function. At its best, ethical storytelling can build trust, protect dignity, and shift culture.

THE PROBLEM?

Storytelling that is driven by your own agenda—the story *you* want to tell—can create harm by reinforcing stereotypes, retraumatizing communities, and missing crucial opportunities for truth.

THE SOLUTION:

Ethical storytelling means listening deeply, respecting lived experiences, and elevating community voices.

REMEMBER:

Storytelling isn't just visibility. It's influence, resistance, and connection.

HEAD

Guide stories with strategy, critical thinking, and self-awareness.

EARS

Listen deeply when gathering community input.

VOICE

Maintain the storyteller's choice and agency over their narrative.

EYES

Identify audience perspectives, needs, and values.

NOSE

Give it the sniff-test: Does the story feel authentic?

HEART

Put dignity, humanity, and empathy at the center.

STOMACH

Apply the gut-check: Does this story move you?

HANDS

Handle stories with care to inspire, not exploit.

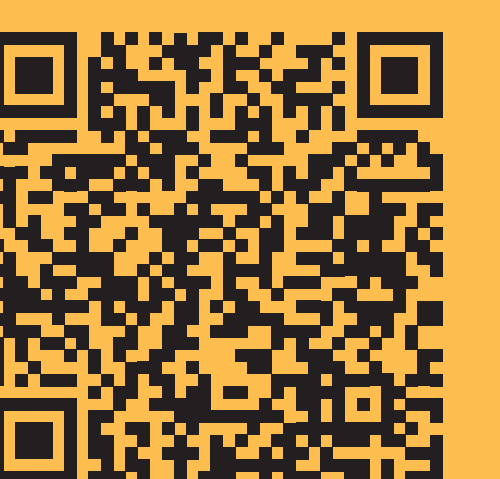
SPINE

Support every action with transparency, truth, and accountability.

FEET

Step into communities to find authentic stories.

SE2



Shaping opinions, policies, and behaviors around today's most pressing public issues

Learn how we tell ethical stories at: SE2ChangeForGood.com