

PR News' Visual Storytelling Boot Camp

#SocialSummit16

How to Visualize Your Brand's Message With Infographics

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Talking Points:

- The 3 components to a successful infographic.
- How to spot data opportunities in both internal and publicly available data.
- My favorite tools for static and interactive infographics.



Key Components to Success

1. The Content
2. The Execution
3. The Hook



SPOTTING OPPORTUNITIES

A close-up photograph of a computer keyboard. The central focus is a large white key with the Google logo printed on it in its signature multi-colored font. Surrounding this key are other white keys, including one labeled 'return' and another labeled 'alt'. The lighting is soft, highlighting the texture of the keys.

Let Google Do the Work

Plug in searches such as:

<keyword> statistics

<keyword> infographic

<keyword> data

<keyword> dataset

Filter results & explore:

- The “News” filter (to see what’s trending)
- Date (best to filter by results within the last year)

Where Can I Find Public Data?

- Government sources
 - US Census Bureau
 - Bureau of Labor Statistics
 - USA.gov
 - Data.gov
- News media & Industry Publications
 - Fortune's Fortune 500 List
 - Forbes Lists
- Open Sources
 - Google's Public Data
- Public APIs
 - Social Data

Public Data

Datasets

Metrics

Any data provider (57)

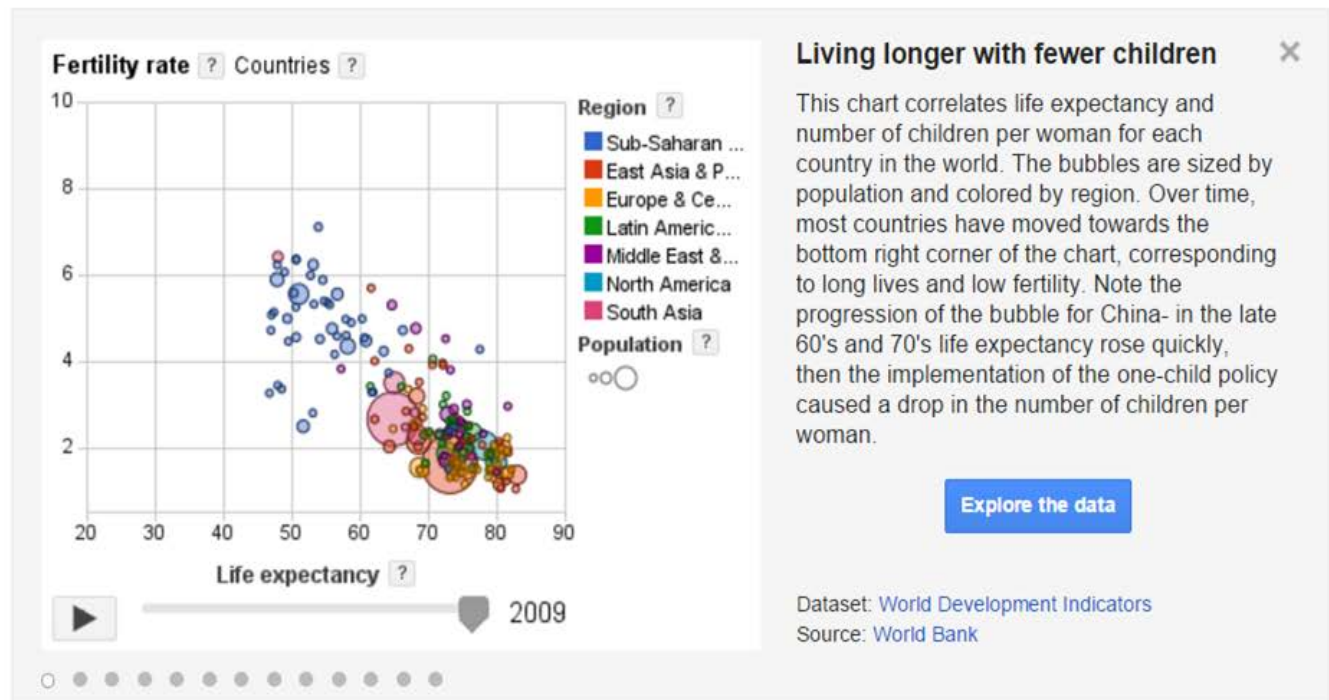
Eurostat (9)

U.S. Census Bureau (5)

World Resources
Institute (2)Energy Information
Administration (2)

Measurement Lab (2)

My Datasets



<https://www.google.com/publicdata/directory>

Social APIs

m by Macy's uses data to tap into new audiences

go back to macys.com



Search & Shop

What are you looking for?



[All](#)[Images](#)[News](#)[Shopping](#)[Videos](#)[More ▾](#)[Search tools](#)[May 1, 2015 – Sep 30, 2015 ▾](#)[Sorted by relevance ▾](#)[All results ▾](#)[Clear](#)

Instagram-Only Fashion Bloggers - Refinery29

www.refinery29.com/2015/.../instagram-only-fashion-bloge... ▾ Refinery29 ▾

May 18, 2015 - The Newest **Fashion** Bloggers Don't Even Have Blogs. ... When you think of **fashion** bloggers, a few requirements come to mind: a covetable personal style, a photographer (or friend with a camera) in tow, and, of course, a constantly updated blog on which to post their outfits.

The best fashion people to follow on Instagram now

www.telegraph.co.uk/fashion/.../the-best-fashion-pe... ▾ The Daily Telegraph ▾

Sep 9, 2015 - Call us voyeurs but we love nothing more than a glimpse into the lives of our favourite **fashion** folk, and this is exactly what **Instagram** affords us. Here, we bring ...

20 Fashion Instagram Accounts To Follow For Affordable ...

www.bustle.com/.../111626-20-fashion-instagram-accounts-to-follow-fo... ▾

Sep 30, 2015 - **Instagram's** biggest **fashion** bloggers wear seriously expensive stuff, and I just don't have the budget for it, which is exactly why I started falling in love with affordable **fashion Instagram** accounts. ... These ladies are wearing affordable items from stores like Old Navy, Marshall's ...

Stylish People to Follow on Instagram | POPSUGAR Fashion

www.popsugar.com ▸ [Fashion](#) ▸ [Celebrity Fashion](#) ▾ PopSugar ▾

Sep 12, 2015 - We like to think of **Instagram** as a VIP pass to the best **fashion** parties, behind the scenes snaps, and off-duty stylings of our favorite models and **fashion** insiders.

MOST POPULAR



2016 SAG Awards Red Carpet Arrivals



Exclusive: Here's How Sarah Hyland Got Ready for the 2016 SAG Awards



The 7 Most Unforgettable Moments from Grease: Live



How to Wear a Cardigan Like Kendall Jenner, Amal Clooney, and More

Home > News > Reviews & Coverage > Misha Nonoo to Have a Instagram Presentation Rather than a New York Fashion Week Show

WHAT'S *right* NOW!

Misha Nonoo to Have a Instagram Presentation Rather than a New York Fashion Week Show

THE LATEST IN VIDEO





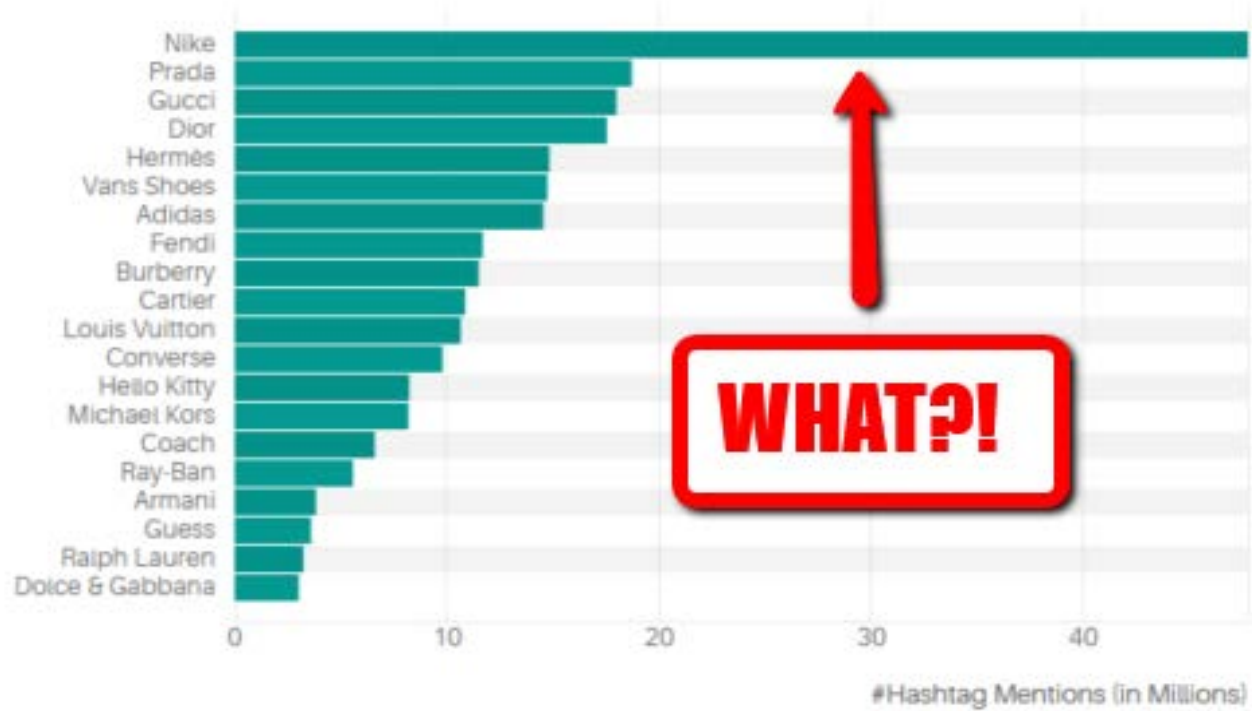
Questioning the Idea

- Relevant: why is this idea the right thing for the client to do?
- Resonant: why will journalists and people care? (this is the hook)
- Different: how is this new or different from what's out there already?

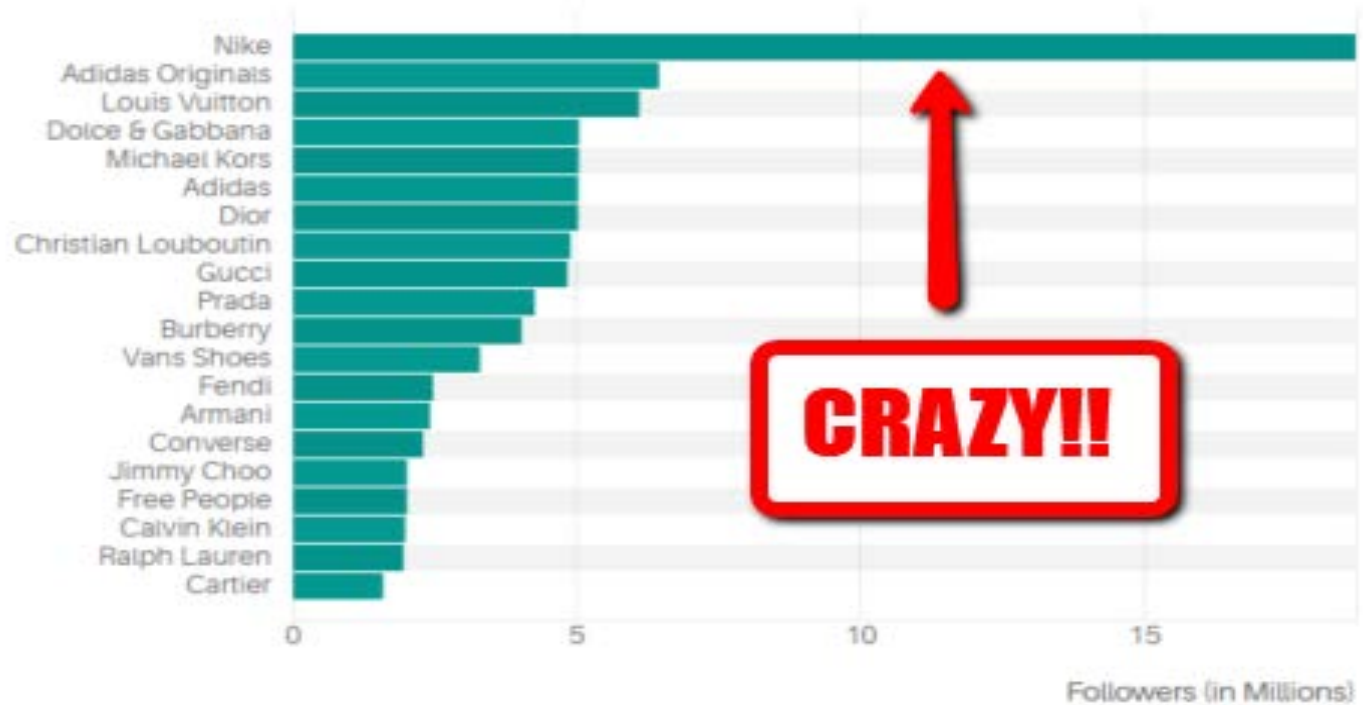
WHAT'S THE HOOK?



Most #Hashtag Mentions

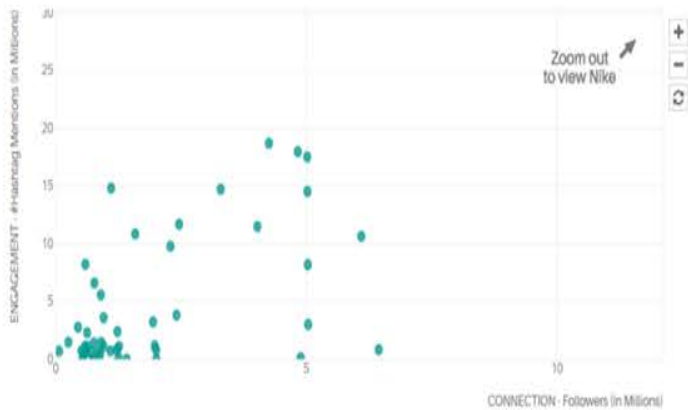


Most Followers

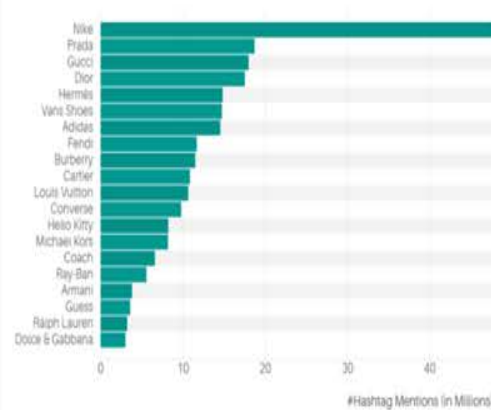


THE MOST INSTAGRAMMED FASHION BRANDS

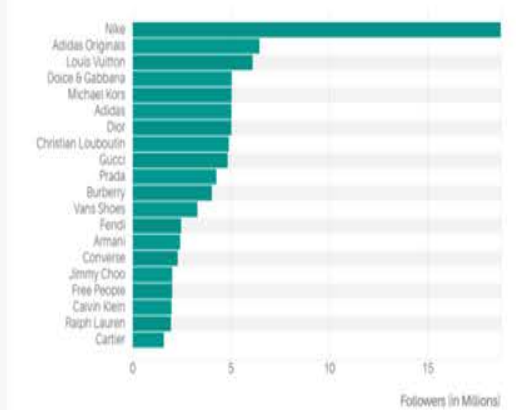
Followers vs #Hashtag Mentions



Most #Hashtag Mentions



Most Followers



* Data pulled from Instagram on 21st July 2015

MOOCS





You'll Never Guess The Most Instagrammed Fashion Brand

Here's a hint: Just Do It!

🕒 09/10/2015 11:42 am ET



Julee Wilson

Senior Fashion Editor, The Huffington Post



Instagram isn't only just a tool to show our friends -- and sometimes complete strangers -- all the fabulous things we're doing. It's also a big business. Companies are leveraging the social media platform to increase brand recognition and ultimately sales. So who's doing it best when it comes to fashion?

Well, the folks over at [m by Macy's](#) had the same question and decided to pull together some data. The result is an interactive chart depicting the most popular fashion brands on Instagram, based on who has the most hashtag mentions and the most followers. The numbers were compiled on July 21, so there have been a few slight changes to the rankings -- but what hasn't changed is the fashion company in the No. 1 spot. Behold ...

The Most Instagrammed Fashion Brands You Should Be Following Are A Bit Unexpected



JESSICA THOMAS

September 15, 2015 • FASHION & BEAUTY



Justin Sullivan/Getty Images News/Getty Images



THE
HUFFINGTON
POST



HIGHNOBIETY™

teenVOGUE

FASHIONISTA

- 90+ online placements
- 14k+ FB likes
- 1,200 FB shares
- 300 FB comments
- 1,280+ tweets
- 569 pins
- 510 LinkedIn shares
- 19,900 total page sessions

Google Trends

What Job Each State Googles More Than Any Other



<http://www.zippia.com/advice/surprising-job-map-of-america/>

The Most Googled Jobs By State According To This Map Show We've Got A Lot Of Diverse Interests (Lion Tamers? For Real?)



ERIN MCKELLE FISCHER
5 days ago · LIFESTYLE



Internal Data



<https://blog.quizup.com/america-s-top-trivia-topics-f8bcb30775a#.5sn2364x0>

AMERICA'S
TOP TRIVIA
TOPICS

We ranked the QuizUp topics played most across the country.
Here are America's favorite trivia topics:

-  1. Logos
-  2. General Knowledge
-  3. Disney Movies
-  4. Name the Food
-  5. "Frozen"
-  6. The Human Body
-  7. Best of QuizUp
-  8. Finish the Movie Title
-  9. Name the Pokémon
-  10. Retail Logos





Tech

The most popular Quizup trivia topic in your state might surprise you

By Amrita Khalid

Dec 18, 2015, 8:19am CT

f t p s t e <http://bit.ly/1TQdngk>

Daily Dot Tech
 Like Follow

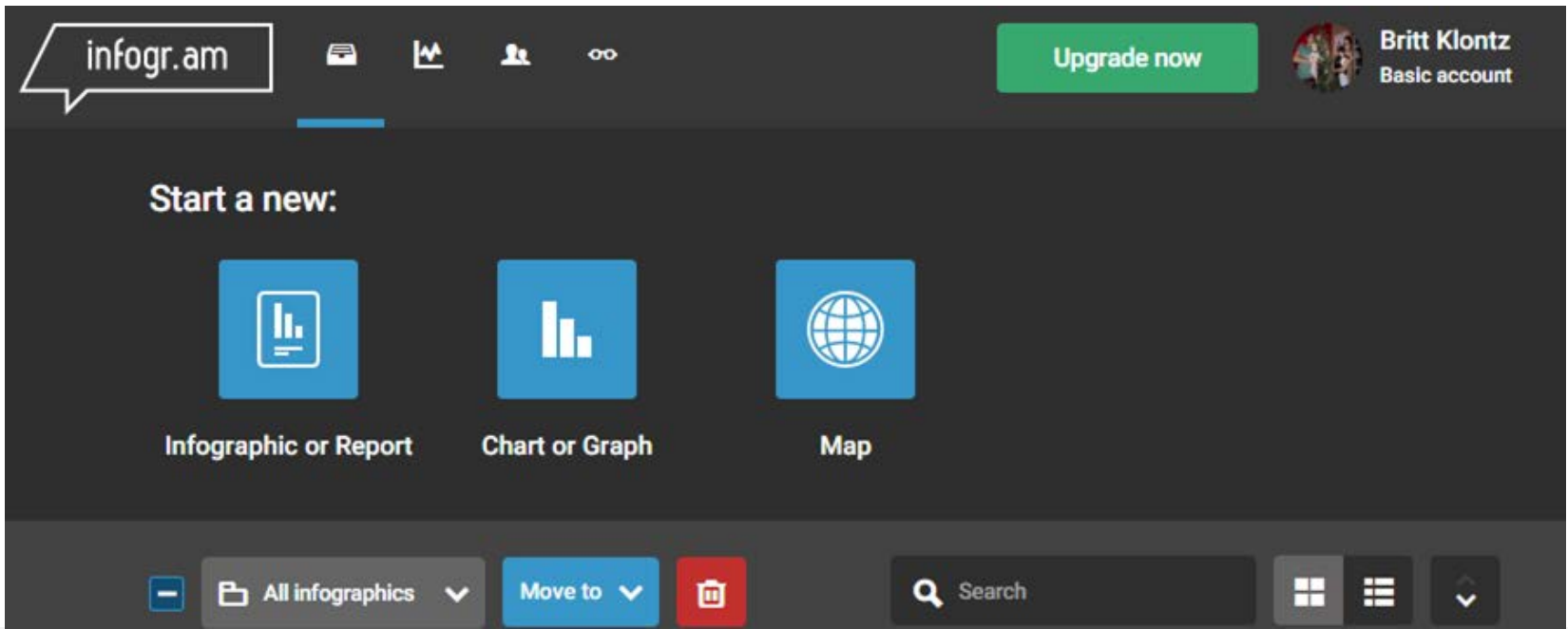
DESIGN &
DEVELOP
MENT

DIY Infographic Tools



Canva's Drag And Drop Infographic Creator

- Pre-made (and pre-sized) templates
- Free shapes, icons, backgrounds and text templates
- Over 1,000,000 graphics and images that are free or cost \$1 each
- Can add your own logo
- Download options include JPG, high quality PNG, standard PDF & PDF for print



Infogr.am

- Ingests spreadsheets and .csv files
- Illustration options include standard bar, line and pie charts
- Customizable templates and interactive elements, such as a zoomable map for geographical elements
- Publishing publicly is free

But, WAIT....





**If you want to be in the media, you
have to be media-worthy.**

Takeaways

1. Google & public data are a PR pro's best friend.
2. Look internally for data.
3. Data alone isn't enough.
4. 3 keys to success: the content, the execution and the hook.

Resources & Tools

- <https://www.google.com/publicdata/directory>
- <https://google.com/trends/>
- <https://infogr.am/app/#/library>
- <https://www.canva.com/design/DABpSZB3mBE/6g9yMbk2uaC1EBdpzzxp4A/edit>
- <https://mx.macys.com/most-instagrammed-fashion-brands/>
- <http://www.zippia.com/advice/surprising-job-map-of-america/>
- <https://blog.quizup.com/america-s-top-trivia-topics-f8bcb30775a#.5sn2364x0>



Huge Thanks!