

PR NEWS' VISUAL STORYTELLING BOOT CAMP PRESENTS:  
**BREAK FROM THE PACK WITH DATA  
VISUALIZATION AND INFOGRAPHICS**

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# Agenda

- The Power of Good Storytelling
- Data Visualizations...
  - How to Start
  - How to Create
  - How to Promote
- Takeaways

# The Power of Good Storytelling

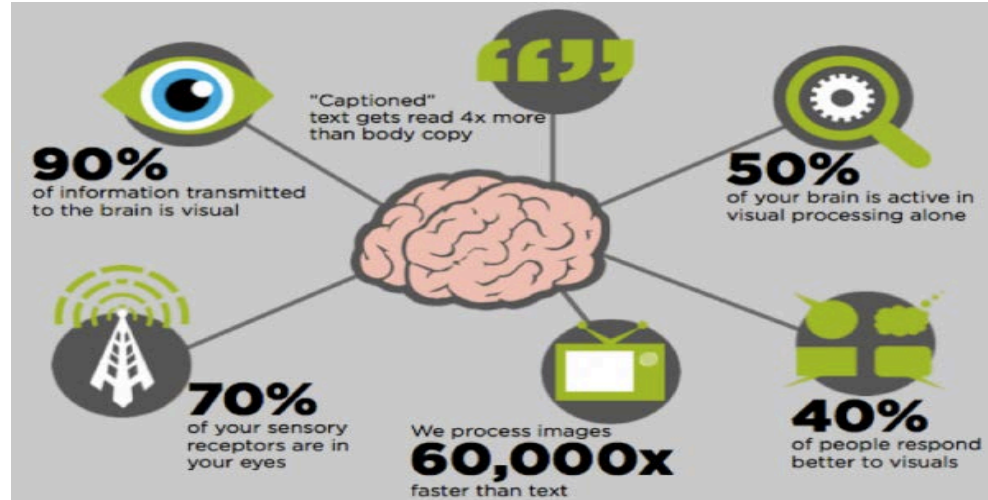


*Image Courtesy of NeoMam Studios*

# The Power of Good Storytelling

## Consider This

- 90% of information transmitted to the brain is visual
- “Captioned” text gets read 4x more than body copy
- 50% of your brain is active in visual processing alone
- 70% of your sensory receptors are in your eyes
- We process images 60,000x faster than text
- 40% of people respond better to visuals



*Courtesy of Elliot Cowan*

# Data Visualizations

## How to Start



*Image Courtesy of The All Results Journal*

Connect on Twitter: @najluni

#Social16

# Data Visualizations

## How to Start

- Find High-Quality Data
  - Paid 3<sup>rd</sup>-Party Research
  - Internal Statistics
  - Curated Data
    - Data.gov
    - TheDataHub.org
    - DataMarket.com
    - Census.gov
    - DataCatalogs.org
    - Data.WorldBank.org
    - Data360.org
    - Google Public Data
    - Freebase



# Data Visualizations

## How to Start

- Define Your Goals
  - Communicate ONE specific message
  - Identify desired post viewing action
  - Media Attention
  - Complement a campaign



# Data Visualizations

## How to Create

- Assess resources and explore 3 options:



Work with a creative  
design agency



Work with an  
independent  
graphic designer



Free Online Tools  
Piktochart  
Visual.ly  
Easel.ly  
Infogr.am

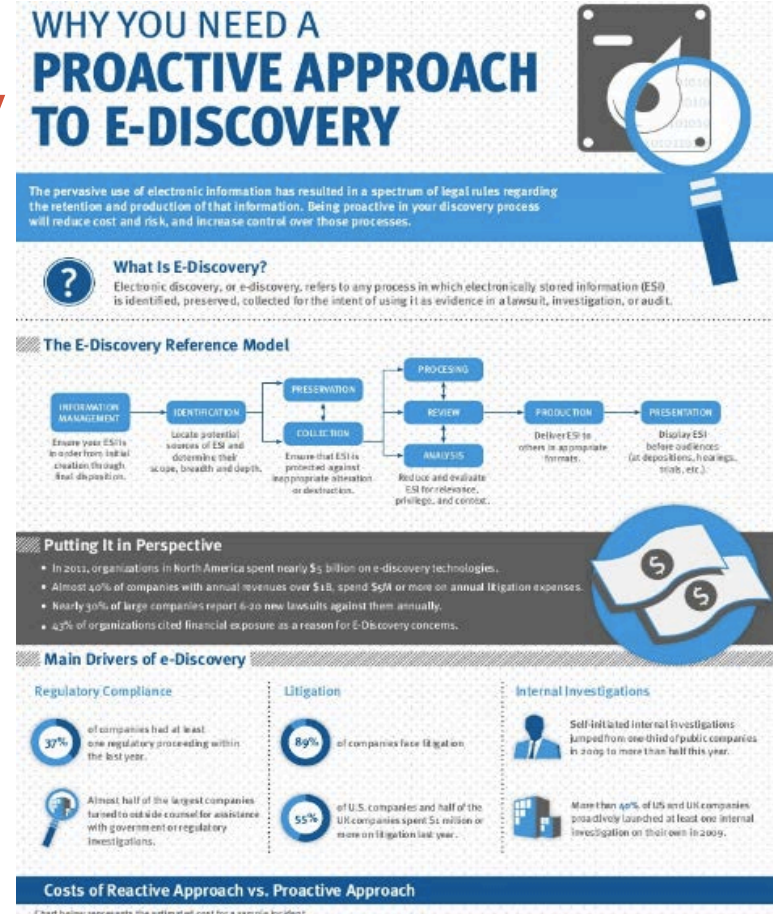


# Data Visualizations

## How to Create: With an Agency

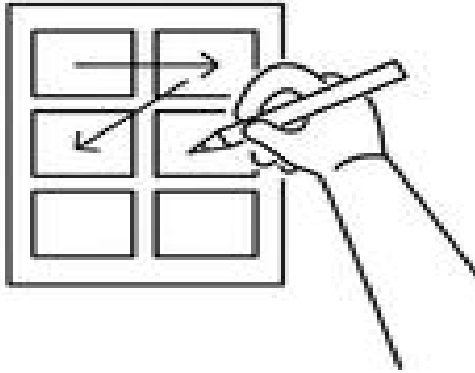
### Creative Brief to Agency:

- What is the main purpose of the infographic?
  - How will it be shared?
  - Title / Theme Suggestions?
  - Do you have any existing data or research to support the writing?
  - Explain idea in detail
  - What kind of tone do you want to set?
  - Share any brand guidelines
- Connect on Twitter: @najluni



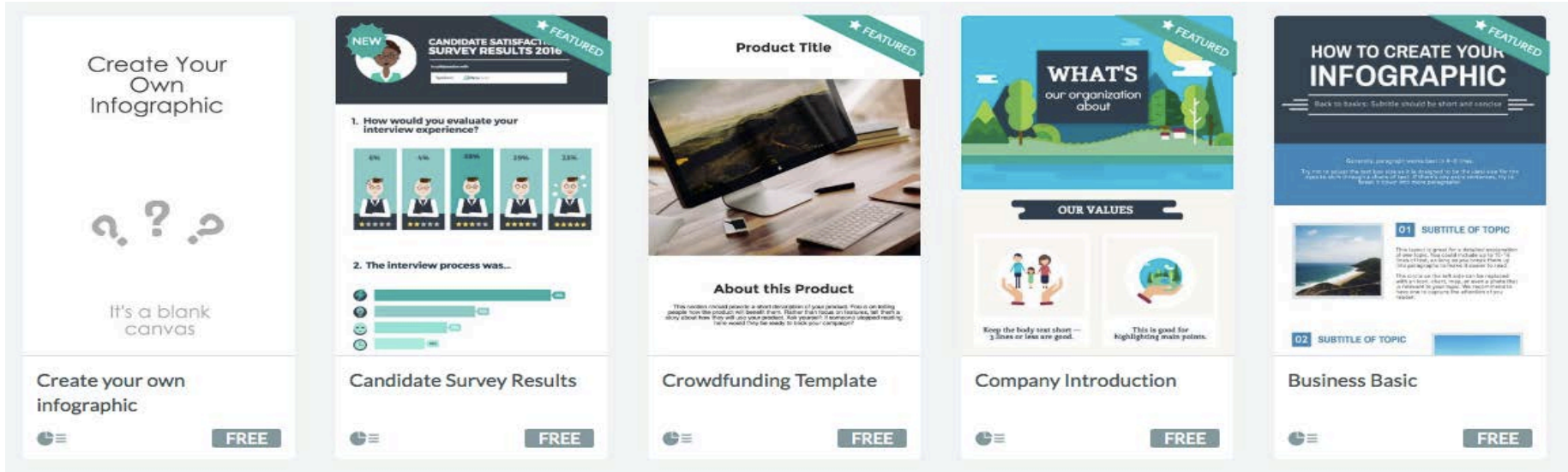
# Data Visualizations

## How to Create: With an Independent Graphic Designer



# Data Visualizations

## How to Create: DIY



1. Select a free template
2. Customize: text, images, icons, backgrounds, colors, fonts
3. Publish and share

# Data Visualizations

## How to Promote

- Optimize your landing page for sharing
- Submit your infographic to online hosting sites
  - <http://www.visual.ly/>
  - <http://dailyinfographic.com/>
  - <http://www.coolinfographics.com/>
  - <http://www.infographicsshowcase.com/>
  - <http://submitinfographics.com/>
- Break into “snackable” pieces across social channels
- Reach out to community

# Key Takeaways

1. How to Start
  - Define your audience
  - Define your goals
  - Determine at least 5 pieces of data
2. How to Create (3 options)
  - Agency
  - Independent graphic designer
  - DIY
3. How to Promote
  - Optimize infographic on your site
  - Host on other sites
  - Make content “snackable”
  - Share via social channels