Nonprofit 911: Infographics 101: Show Off Your Data

w/ Visual.ly Content Strategist, Joe Cardillo

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#Nonprofit911
Today’s Speaker

Joe Cardillo

#Nonprofit911
Creating great infographics
WHY VISUAL CONTENT?

KEYS TO SUCCESSFUL VISUALIZATION

WHAT CAN YOU VISUALIZE?

THE VISUALLY MODEL RESOURCES
Who is Visually?

“The YouTube of Infographics”

- Community
- Marketplace
- Project Center
Why visuals?
There's a lot of noise out there. Trillions of messages.
And we can only process a fraction of them.
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<th>Average Attention Span</th>
<th>2000</th>
<th>2012</th>
<th>Goldfish</th>
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<td>Adult</td>
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<td>Goldfish</td>
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This means that your stories and insights have to move quick, or risk being lost.
That’s where visuals come in.
90% of all information that comes to our brain is visual.

Up to 36,000 visual messages per hour may be received by the brain.

Source: Eric Jensen, Brain-Based Learning: The New Paradigm of Teaching, 1996
A picture is worth a thousand words.
This is a picture of a blue bird sitting in a tree.

The bird is looking to the right.

The leaves of the tree are orange, red, yellow and green.

It is autumn.
Data Visualization & Infographics can help make sure your audiences SEE, HEAR, AND ENGAGE with you and your brand.
But information design is not easy.
Common Problems

- Pretty design but lacks narrative / storytelling
- Not enough research and/or not the right data
- No expertise in information design
- Goal of graphic is unclear
3 Keys to a Successful Infographic/Visualization

- STORY
- SOURCE
- DESIGN
It’s all about the story.
Good data + analysis.

Sources:
Nielsen: http://www.slideshare.net/duckofdoom/nielsen-paidsocialmediaadvreport2013-16290077
Twitter: http://advertising.twitter.com/2013/02/new-compete-study-primary-mobile-users-on-Twitter.html
eMarketer: http://www.emarketer.com/Article/Facebook-See-Three-10-Mobile-Display-Dollars-This-Year/1009782

THERE’S ONE MORE KEY TO A GOOD VISUALIZATION...
THE STRATEGY IT FITS INTO.

SOCIAL, VIRAL, SEO

THOUGHT LEADERSHIP, EXPLORING STORIES/DATA

FINDING NEW STORIES IN DATA, SOCIAL/VIRAL
What can **YOU** visualize?

- ANALYZED DATA ON CLIENTS (CORRELATE THE EFFECT)
- CASE STUDIES, WHITEPAPERS, BLOG POSTS, TRAINING DOCS, FACT SHEETS
- “THE JOURNEY OF”
  
For example:
Find conversations, and research

- Industry Forums, Bulletin Boards, Social Conversation
- Quora
- Use SEO/SEM resources internally, or build using Google Trends, Visual.ly Trends
Thousands of the world's best designers, journalists, developers, and other creatives, all carefully curated and on one easy to use, on-demand marketplace/project platform.
RESOURCES

*Data Journalism Handbook*
starting point for storytelling/insights

*Content Marketing Institute (CMI)*
starting point for content strategy

blog.visual.ly
(inspiration, ideas, best practices)
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Thank You Joe!
Join us February 4, 2014 @ 1pm EST
Kick Start Your 2014 Marketing Calendar with Great Content w/ Nonprofit Marketing Expert, Kivi Leroux Miller

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