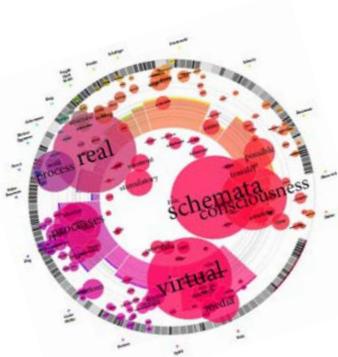




Social Media Monday

virtual workshops · real social change



Visualization Tools: Making your data come alive

Wrapping your brain around data can be challenging, especially when dealing with huge volumes of information. In this webshop you'll learn how to:

- Present your data in a creative way
- Communicate information about your project more effectively
- Utilize creative ways to convey messages about your program
- Share information in ways that are easily digestible and memorable

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

WELCOME

Visualization Tools: Making your data come alive



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

Sponsored by
Corporation for
**NATIONAL &
COMMUNITY
SERVICE**

Provided by  **CAMPAIGN
CONSULTATION
INCORPORATED**

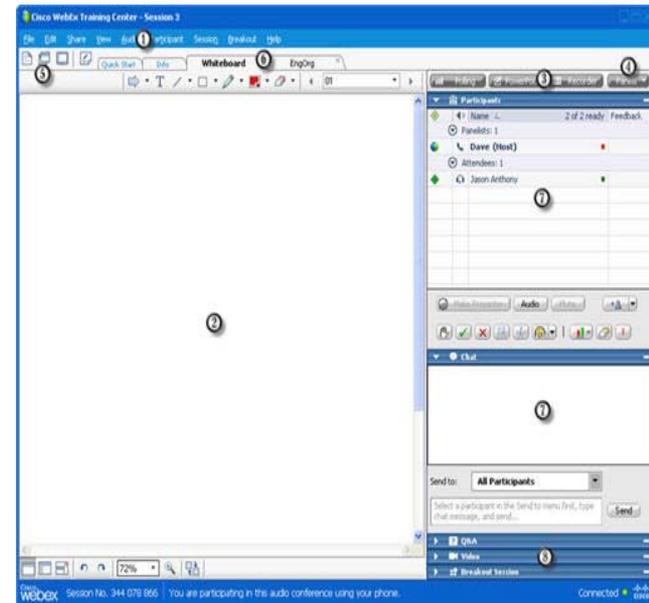


Social Media Monday

virtual workshops · real social change

Tips for using WebEx (this virtual workshop tool)

1. If you lose your internet connection, reconnect using the link that was emailed to you
2. If you lose your phone connection, re-dial the phone number and re-join
3. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



Social Media Monday:

Visualization Tools: Making your data come alive

Conference Call: 1-877-297-9359

Sponsored by
CORPORATION FOR
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

ALSO PLEASE KNOW...

- This webshop is being recorded and will be available on the VISTA Campus Social Media Monday (SMM) landing page along with the archives of previous webshops at <http://vistacampus.org/mod/resource/view.php?id=1957>
- All Links used during this webshop will be made available at the end of the presentation

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

TODAY'S PRESENTERS...



Michelle Bond
Project
Manager
Campaign
Consultation,
Inc.



Danielle Ricks
Social Media
Specialist
Campaign
Consultation,
Inc.

Sponsored by
Corporation for
**NATIONAL &
COMMUNITY
SERVICE**

Provided by  **CAMPAIGN
CONSULTATION
INCORPORATED**



Social Media Monday

virtual workshops · real social change

PURPOSE...

Social Media Monday (SMM) webshops:
virtual workshops – real social change

We will provide you - **members, sponsors, community leaders, alumni,** and others - with:

- **Hands-on access** to social media applications such as social networking blogging, video/photo sharing, bookmarking, etc.
- An opportunity to learn how to **strategically use** these tools to create social change

In addition, SMM webshops are:

- Hosted by **technology experts** along with a variety of VISTAs and guests with on-the-ground experience
- Aimed to give you a **specific set of skills** each month to assist you in your VISTA role and social change efforts



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Data Visualization Poll

In your role, are you responsible for the following areas?

- a. Communications
- b. Marketing
- c. Giving Presentations
- d. Gathering and/or sharing data

Have you discovered new ways to share information?

- a. Yes
- b. No

Are you currently using infographics or some type of data visualization?

- a. Yes
- b. No

What tools do you currently use? Please check all that apply:

- a. Excel
- b. PowerPoint
- c. Adobe
- d. Something else



Social Media Monday

virtual workshops · real social change

TODAY'S SMM AGENDA...

- Explaining data visualization
- Introducing infographics
- Sharing data through traditional graphics
- Different ways to think about communication and sharing information
- Q & A



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

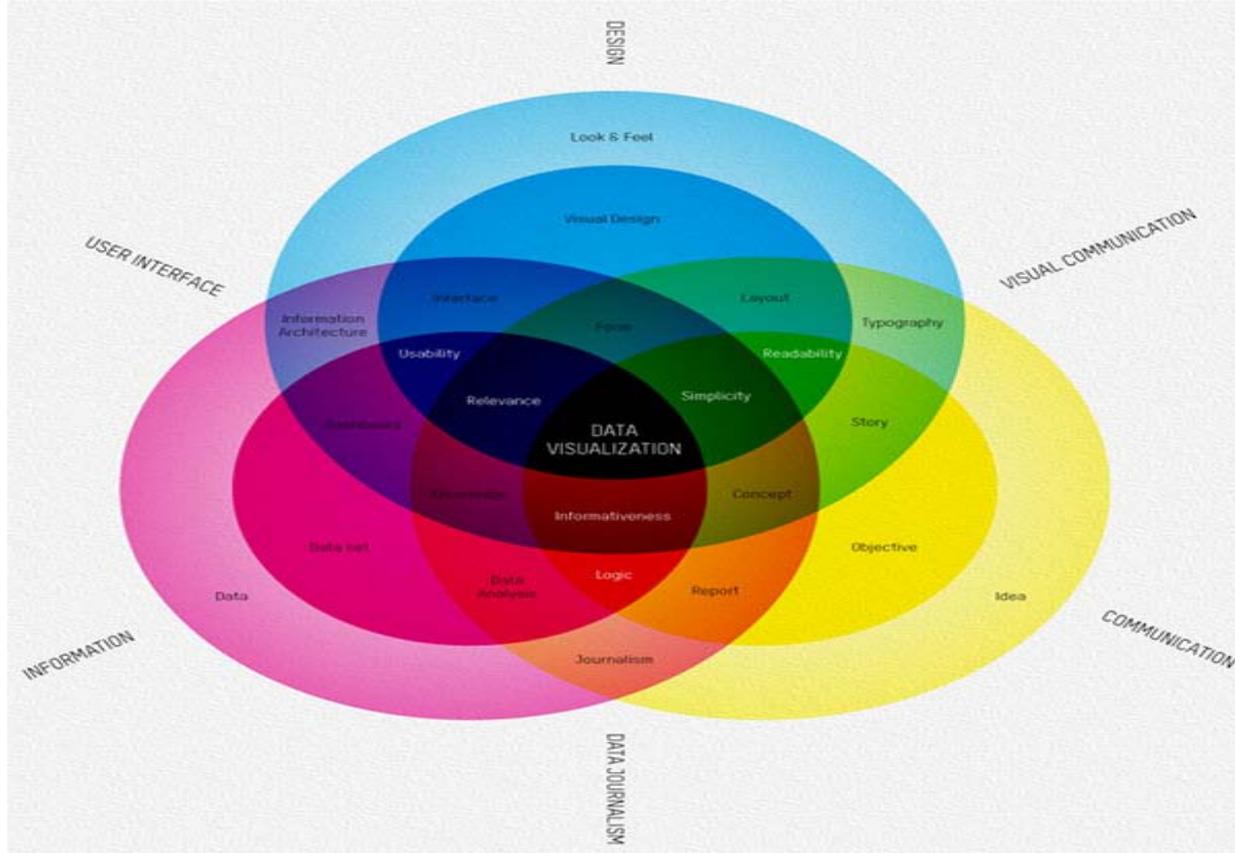
Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Data Visualization Explained



✓ Poll Results

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Infographic

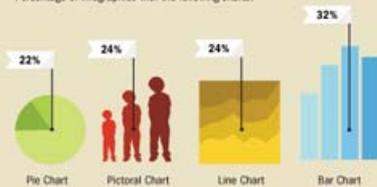
INFOGRAPHIC INFOGRAPHIC

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE

Percentage of infographics with the following charts:



FONT

Legend: Sans Serif, Condensed Sans Serif, Serif

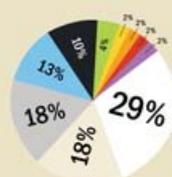


KEY INFO

Percentage of infographics with key:

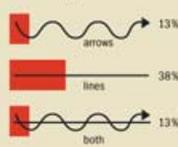


BASE COLOR



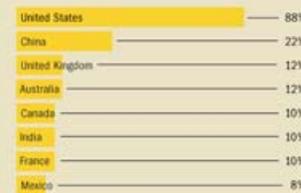
NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



CONTENT

COUNTRIES FEATURED



THEME

Relative popularity of different infographic themes:



SECTIONS



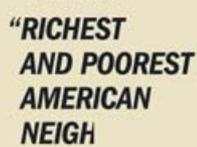
CREDITED SOURCES

Average number of sources per infographic: 2.29



TITLE

Average number of words per infographic title: 4.36



CONCEPT & DESIGN Ivan Cash

SOURCE 49 infographics collected at random from www.good.is/infographics

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

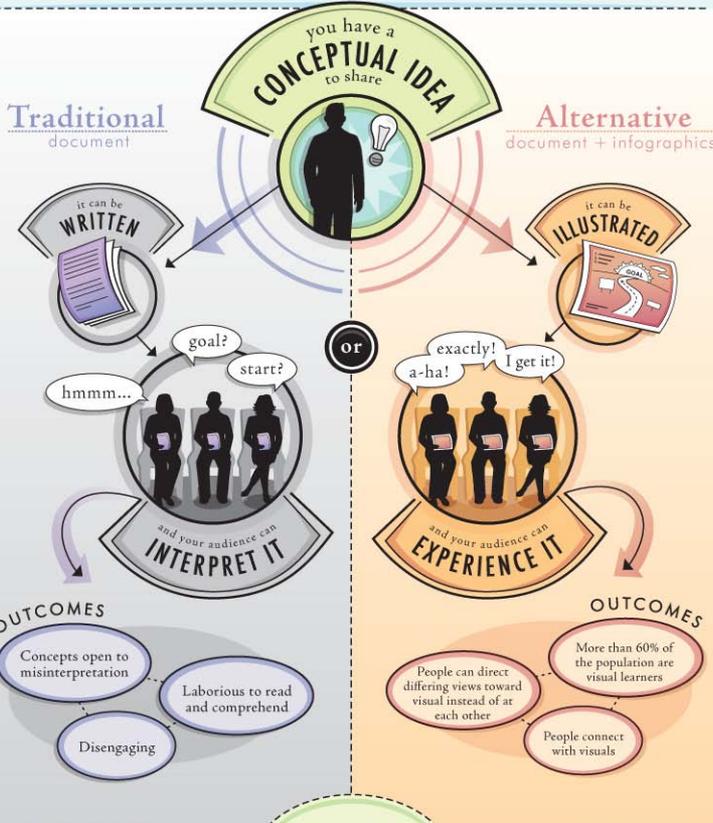
virtual workshops · real social change

Why Infographics

accelerate decision making

Traditional
document

Alternative
document + infographics



Traditional Document

- Written
- Interpretive
- Concepts open to misinterpretation
- Hard to read
- Not engaging

Alternative Document + Infographics

- Can be illustrated
- Audience experiences it
- People connect visuals
- Differing views can be applied
- More engaging

Great USES for Infographics



Presentations



Worksheets



Reports



Tracking Tools

Sponsored by
CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by
CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change

Traditional Graphic Examples

bitly search your bitly links Shorten & Share Analyze Public Timeline vistabuzz

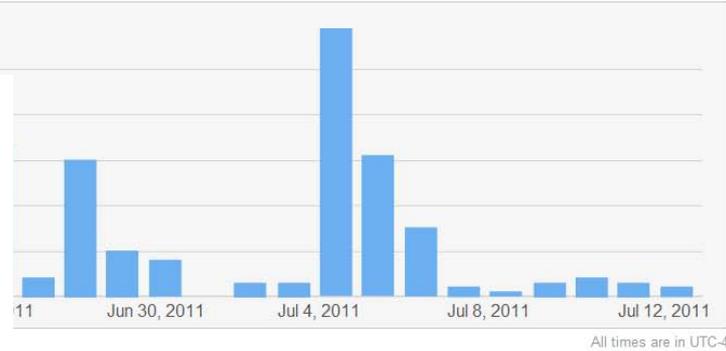
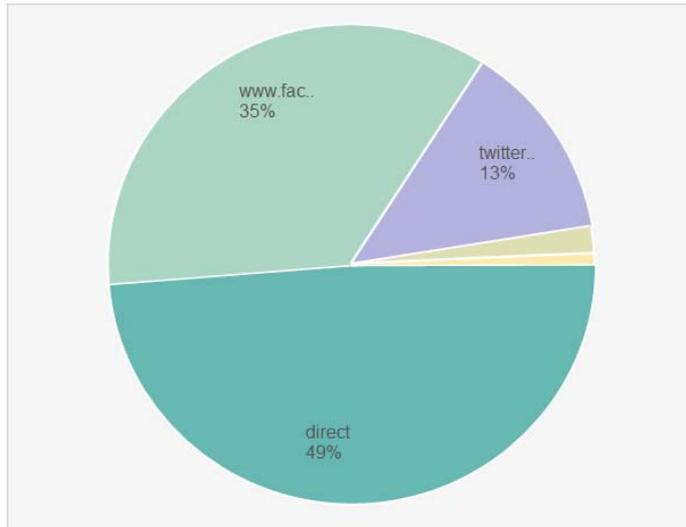
Trending: 1 clicks on 1 links More

277 Clicks on Your bitly Links since Jun 14, 2011

Clicks

Past 30 Days

Referrers Detail



Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change

Insights > AmeriCorps VISTA - Volunteers In Service To America > Page Overview

+ Create an Ad

Week Month 06/12/2011 - 07/11/2011 Export

Users [See Details](#)

New Likes? **506** ↑20%
 Lifetime Likes? **5,629**
 Monthly Active Users? **5,012** ↑7.4%

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users



Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



Thinking About Data Differently

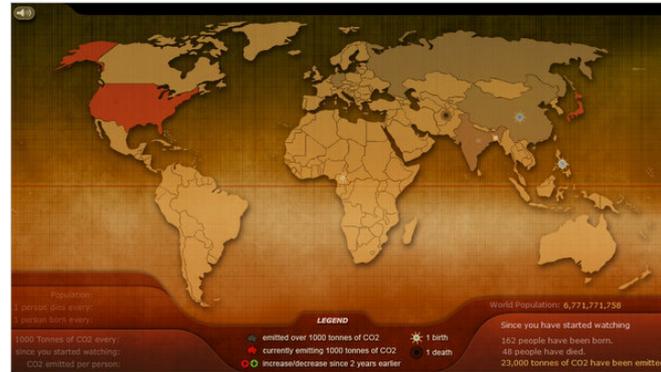
20 Inspiring Uses of Data Visualization

May 29th, 2009 by [Webmasterish](#) in [Articles](#)

Data is boring, information is interesting! I've always used this statement whenever the issue of data is being discussed. No one is really interested in looking at a large number of data rows, or even a small one. As humans, we tend to better understand a particular issue when it is presented to us in a visual way, and in this roundup you will find 20 sites using data visualization that deliver information to the user in an effective and inspiring way.

1. [BreathingEarth.net](#)

A real-time simulation displaying the CO2 emissions, birth and death rates of every country.



<http://singlefunction.com/20-inspiring-uses-of-data-visualization/>



Social Media Monday

virtual workshops · real social change

Infographic Examples

Retail gasoline prices were almost 40% higher on Memorial Day 2011 than in 2010. According to a recent study by the AAA-
The share of expected spending has moved significantly towards fuel costs at the expense of shopping and entertainment. *
The graph below illustrates what this means for local communities.



LESS Money for
Downtown
Businesses



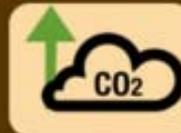
Less Waitstaff
Hours and Tips



Lost opportunities for
Artists, Musicians,
and Creatives



Heavier Dependence
on Foreign Oil



Higher Carbon
Emissions



More Fossil Fuel
Consumption

Source- A Memorial Day 2011 Travel Forecast, Prepared for the American Automobile Association by IHS Global Insight May 19th 2011

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Getting **AROUND** TRANSPORTATION TODAY

7000

Average number of bags lost daily by the airline industry. Of every 1000 bags handled, 5 are lost.

1849

Date of the first documented air attack, when an Austrian hot air balloon dropped a 50 pound bomb on the island of Murano, near Venice.

\$385 MILLION

Amount in airplane damages caused annually by bird strikes, according to the FAA

18,397

Number of buses in the world's largest fleet, owned by the Andhra Pradesh State Road Transport Corporation in India.

6.1 MILLION

Somalia's camel population, the world's largest.

7.7 MILLION

Somalia's human population.

WORLD'S FASTEST TRAINS



4000 MILES

Distance from Ethiopia to South Africa, walked by the nomadic Bantu people in pursuit of fresh cattle pastures in the 1700s. Along the way the Bantu "sowed their wild oats," spawning the Masai of Kenya, the Zulu of South Africa, the Maukua of Tanzania, the Yau of Mozambique, the Tutsi/Hutu of Rwanda, and the Baganda of Uganda, to name a few.

8 YEARS

Length of the longest horse-drawn journey completed in 1998 by a British family who traveled 17,200 miles around the world in a trailer.

INA INTERNATIONAL NETWORKS ARCHIVE

The most popular vehicle in the world today is the bicycle.

There are over 1.4 billion bicycles in service today and only about 400 million cars. In China alone, there are over 500 million bicycles in use. Every year more than 35,000 Chinese cyclists die from bike accidents.

\$938,567

Amount that Panos Media, a research institute, estimates the 70 year lifespan of a Kenyan elephant is worth in tourist revenue.

80,832
500,000

Number of licensed rickshaws in Delhi, India.
Estimated number of total rickshaws in Delhi.
Number of yellow taxis in New York City.

VEHICLE TRAFFIC PER KILOMETER OF ROAD SELECTED COUNTRIES, 1998



347

Average number of people injured or killed in Armenia for every 1000 vehicles, making Armenians the world's worst drivers. In the USA, the number is 16.

CARS & TRUCKS PER 1000 PEOPLE



MOTORBIKES PER 1000 PEOPLE



214%

Growth in number of mega-yachts (80 feet or more) since 1996, from 2,800 to over 6000 today.

\$3,365

Cost of the average US honeymoon, which typically lasts 9 days and involves a trip to the Caribbean, the Bahamas, or to Europe.

SOURCES: TRAVEL INDUSTRY WORLD YEARBOOK; AMERICAN HORSE COUNCIL; NEW YORK CITY DEPARTMENT OF TRANSPORTATION; USA TODAY; ACTAS; FEDERAL HIGHWAY ADMINISTRATION; LOS ANGELES TIMES; GUINNESS BOOK OF WORLD RECORDS; FEDERAL AVIATION AUTHORITY; PHOTOGRAPH BY JO LOVGAARD

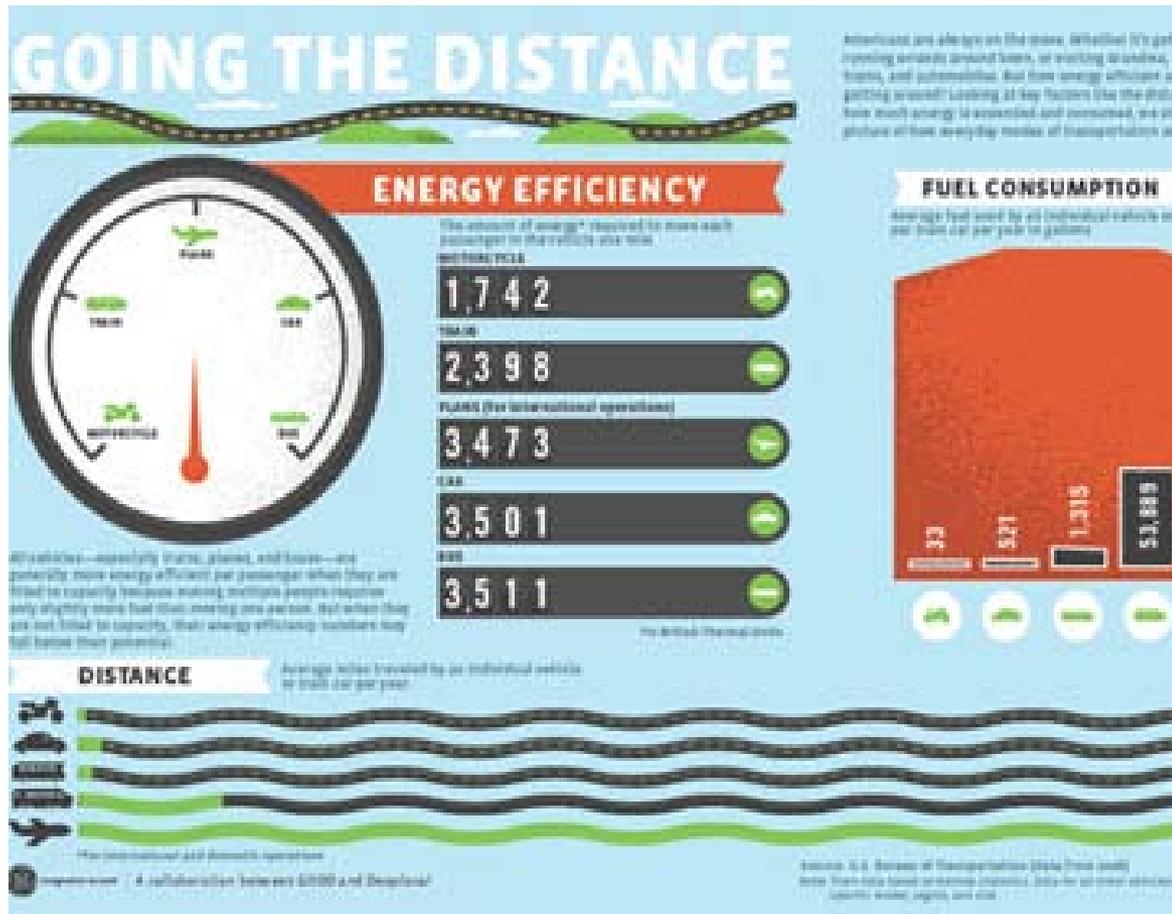
Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change



Sponsored by

Provided by



Social Media Monday

virtual workshops · real social change

EIGHT UNSAVORY ENTREES

A spate of recent E. Coli and Salmonella outbreaks have spurred the biggest food safety overhaul in seven decades. Below, some of the major outbreaks of the past four years.

Data: CDC.gov



RECENT INCIDENTS 2006-10

FOOD	INCIDENTS
EGGS	14
JALAPENO PEPPERS	1
FLAKED LETTUCE	1
SPINACH	1
TOMATOES	1
CHEESE BURRITOS	1
ROMAINE LETTUCE	1
BEAN	1

PBS NEWSHOUR

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change

VISTA NCVS Infographic



Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



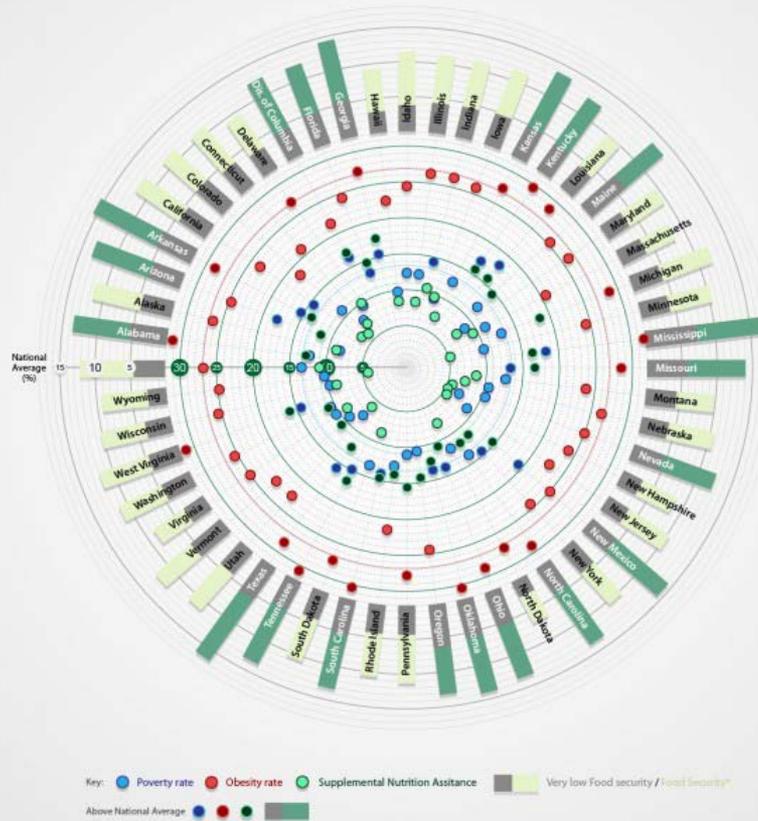
Social Media Monday

virtual workshops · real social change

State of the USA

Food Insecurity, Obesity, SNAP Participation and Poverty

cause SHIFT JESS3



All Data from 2008, unless stated otherwise.
<http://www.fda.gov/pd/tna/poverty.htm>

<http://www.usda.gov/pd/tna/poverty.htm>
http://www.oas.samhsa.gov/2k8/2k8_2.htm

<http://www.usda.gov/pd/tna/poverty.htm>
<http://www.usda.gov/pd/tna/poverty.htm>

COMMUNITY SERVICE

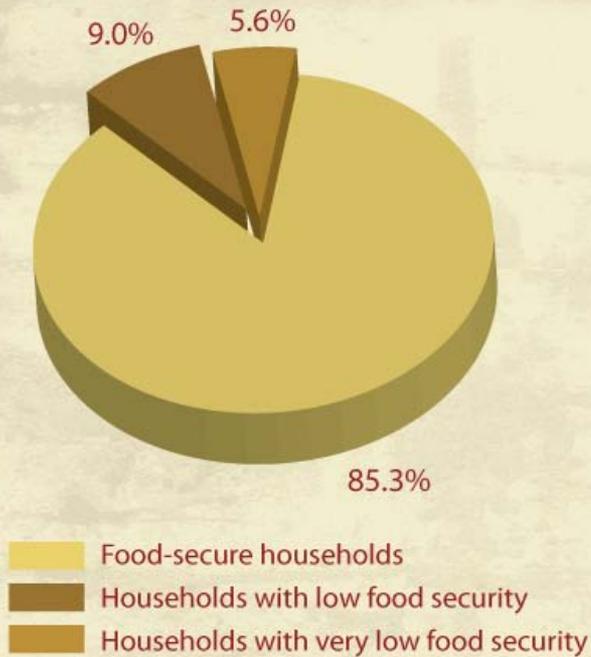
Provided by CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change

Food Security Status of U.S. Households, 2009



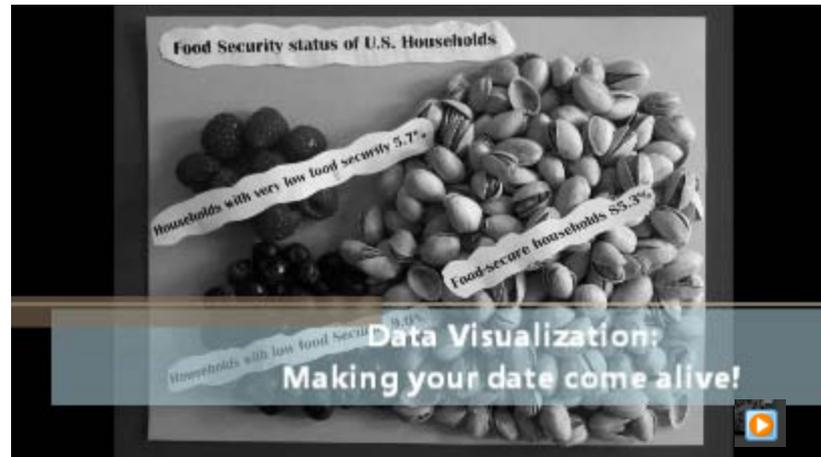
Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change



<http://youtu.be/2qzjBTXyxJk>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

VISTA Project Visualized... Let's brainstorm



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Presentations

And **20%** of the homeless population are veterans



<http://prezi.com/1vrlaujknt09/7-keys-to-success-no-vid/>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Data Visualization Tips

1. Graphics, charts and tables are great but start thinking about data differently
2. Data visualization can be very simple or sophisticated
3. Remember, infographics should tell a story
4. Don't pack in too much info and not enough graphic into your infographic
5. Don't pack in too many graphics and leave out the info from your infographic
6. Graphics and information should always match



Social Media Monday

virtual workshops · real social change

YOUR QUESTIONS...



✓EVALUATION COMING UP

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Take a Campus Tour...

LIFE AS A VISTA

THE WORK

CONNECT WITH VISTAS

 **Starting VISTA**
What to know before you begin.

VISTA Events

June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Life as a VISTA


The Work


Connect with VISTAs


<http://vistacampus.org/mod/forum/discuss.php?d=1083>

Sponsored by 

Provided by  CAMPAIGN CONSULTATION INCORPORATED



Social Media Monday

virtual workshops · real social change

THINGS TO KEEP IN MIND...

1. **Hatch Act** – *restrictions on political activity by federal government employees and by employees of certain state and local government agencies*
2. **Being Tasteful and Appropriate** – remember you're representing VISTA
3. **Staying Safe online** – protecting yourself, and your organization while online:
 - Keep your passwords in a secure place
 - Do not share your password with anyone
 - Be selective in choosing your username and email address
 - Don't give out information simply because it is requested
 - Block or ignore unwanted users
 - Don't allow others to draw you into conflict
 - Watch what you "say" online
 - Never use a work account for personal use

Useful links will be provided at the end of the presentation

✓ **LOAD EVALUATION**

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Useful Links

20 Inspiring uses of data visualization

<http://singlefunction.com/20-inspiring-uses-of-data-visualization/>

40 Useful and Creative Infographics

<http://sixrevisions.com/graphics-design/40-useful-and-creative-infographics/>

Food Security in the United States: Key Statistics and Graphics

http://www.ers.usda.gov/Briefing/FoodSecurity/stats_graphs.htm

Communications and Marketing Info

<http://vistacampus.org/course/view.php?id=37&page=23>

Prezi

<http://prezi.com>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

VISTA Social Media Useful Links

Hatch Act Information

<http://www.americorps.gov/help/vistahandbook/chapter14.html>

Staying Safe On Line

<http://www.staysafeonline.info/>

VISTA Campus SMM Course Page

<http://vistacampus.org/mod/resource/view.php?id=1597>

VISTA on Twitter

<http://twitter.com/VISTAbuzz>

VISTA Facebook Member Page

<http://www.facebook.com/AmeriCorpsVISTA>

VISTA Facebook Alumni Page

<http://www.facebook.com/AmeriCorpsVISTAAlumni>

VISTA on YouTube

<http://www.youtube.com/user/VISTAO Outreach>

Flickr

<http://www.flckr.com/groups/visfor>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

THANK YOU FOR JOINING US FOR Social Media Monday

Virtual workshops – real social change

“See” you... next time:

October 3, 2011 3:00 PM EDT

Powerful Presentations:

Engaging and building communities online

Upcoming SMM Schedule <http://vistacampus.org/mod/forum/discuss.php?d=1090#p4428>

Keep the conversation going <http://vistacampus.org/mod/forum/discuss.php?d=483#p2435>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED