How Infographics Can Enhance Your Communications Strategy

A Webinar from AUCD's Community Education and Dissemination Council (CEDC)

Institute on Disability/UCED
Welcome!

- Thank you for participating in this session
- A little bit about Matt
- Goals of the session
  - Know what infographics are and why they are important
  - Understand their effectiveness
  - Discuss strategies and best practices
  - Cite examples
  - Provide resources
- Q&A
Quick Exercise

2015 Web Traffic

• April – 5,878
• May – 6,125
• June – 5,984
• July – 6,248
• August – 6,491
• September – 6,528
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About Infographics

“A visualization of data or ideas that conveys complex information to an audience in a manner that can be quickly consumed and easily understood.”

Mark Smiciklas
Digital Strategist at Intersection Consulting Ltd.
Why Infographics?

- More likely to grab attention
- More compatible with the shortening of attention spans
- Engages audiences
- Easy to share
- Works in both digital and analog
  - Especially social media where in can be posted whole and/or broken up in a series of posts
- Tells a story or presents complex information more accessibly
Why Infographics?

• Color visuals increase the willingness to read by 80%
• The comprehension rate of medicine labels are 36% higher when that had both text and pictures
• People following directions with text and illustrations do 323% better than people following directions without illustrations

• Green, R. (1989). The Persuasive Properties of Color, Marketing Communications
Why Infographics?

• Audiences are 34% more likely to be persuaded by a verbal presentation that incorporates visuals
• Online content with relevant visuals attract 94% more views than text only
• Social media posts with visuals have 120% more engagement than posts without
• Extremely effective option for researchers with dissemination and knowledge translation objectives

Wharton School of Business. ‘Effectiveness of Visual Language Presentations’. MacroVU, Inc.
Wishpond (2013). The Impact of Photos on Facebook Engagement
When to use them

Flow charts

Versus comparisons

Maps

Illustrated lists

Visual articles

Timelines

Data visualizations

Photo lists

Neoman (2013). 13 Reasons Why Your Brain Craves Infographics
The Process

1. Identify your topic (What is the point?)
2. Gather and develop relevant content
3. Define your medium (online, print, presentation, a combo?)
4. Define the data
5. Organize your data (Is there a logical order? What are the best data visualization strategies?)
6. Sketch a wireframe
7. Set the mood (brand, colors, fonts, icons etc.)
8. Design (in-house or outsource?)
9. Share
Infographics Do’s

- Standardize iconography
- Create “breathing room”
- Use simple and consistent color scheme
- Cite your data
- Incorporate organizational brand
- Ensure accessibility
  - minimum 14 pt. font
  - high contrast
  - tag with all data
  - Build online in html if possible
Infographics Don’ts

• Data overload
• Unnecessary 3D
• Data that defies logic
• Too complex
• Too much text
Resources

- **Iconography**
  - [www.thenounproject.org](http://www.thenounproject.org)

- **Design Tools**
  - [http://piktochart.com/](http://piktochart.com/)
  - [https://www.canva.com/](https://www.canva.com/)
  - [https://infogr.am/](https://infogr.am/)

- **Outsource**
  - [https://www.upwork.com/](https://www.upwork.com/)
Resources

• Inspiration
  – https://dribbble.com/
  – http://www.coolinfographics.com/
  – https://www.pinterest.com/
  – IOD 2014 Annual Report
Questions?
Stay Connected

Thank You!

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