Dissemination Core

Yu-Mei M. Schoenberger, PhD, MPH
Maria C. Norena, BSocSci
Susan Driggers, BA
Laura Heider, MBA

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Aim 1  Keep stakeholders informed of needs, capacity assessments, and results from collaborative research projects and pilot research projects.

Aim 2  Use research findings to inform policy change.

Aim 3  Promote implementation and sustainability of evidence-based intervention as result of the collaborative research projects.

Aim 4  Assess the effectiveness of community- or service system-level dissemination.
Main Goal and Specific Objectives

The main goal of the Dissemination Core is to **accelerate knowledge transfer** among researchers, policy-makers, and the community. This is being achieved by:

a. understanding the usage of social networking sites in research; and

b. developing new communication platforms to aggregate existing contents and deploy new findings related to the social determinants of health.
Building Your Capacity for Dissemination

Objectives (5 min):
• To increase your capacity to communicate successfully with your audiences

Expected Outcomes:
• Understanding of the need for a clear, concise, and impactful elevator pitch that can be shared in 30 seconds
• Understanding of social media and how to use it to share results
• Understanding of how to develop your own infographics to tell your story

<table>
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<tr>
<th>PART 1 (15 min)</th>
<th>PART 2 (15 min)</th>
<th>PART 3 (1 Hour)</th>
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<tbody>
<tr>
<td>What is an Elevator Pitch &amp; Why You Should Have One</td>
<td>Understanding Social Media</td>
<td>Visualizing Your Research: Building Infographics</td>
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Make Your Words Count
The Situation
That’s Why You Need An Elevator Pitch!

• This brief, persuasive speech will spark interest in what you or your organization does.

• Serves an ice-breaker which will (hopefully) lead to a deeper conversation.

• A good elevator pitch should last no longer than a short elevator ride of 30 to 60 seconds, hence the name.
Building A Powerful Elevator Pitch

1. Concise & Clear
2. Powerful & Visual
3. Tell A Story
4. Targeted
5. Goal Oriented
6. Has a Hook

DISSEMINATION CORE
How to Craft Your Elevator Pitch

01. WRITE DOWN WHAT YOU DO

02. WRITE DOWN YOUR OBJECTIVE

03. WRITE DOWN 20-30 ACTION STATEMENTS

04. RECORD YOURSELF. THEN LET IT SIT
How to Craft Your Elevator Pitch

1. Highlight the good stuff. Put the best pieces together.
2. Record yourself again.
3. Edit. Cut as many words as possible.
4. Practice. You’re done for now. (But continue to improve.)
If you want me to speak for an hour – give me a moment’s notice; if you want me to speak for half an hour, give me a day’s notice; if you want me to speak for five minutes – give me a week.

Winston Churchill
Don’t Be Afraid of Social Media
Overview

- General Information
- 6 Tips to Creating a Social Media Plan
- Best Practices
- Where to begin
What do you think of when you hear the term...

Social Media?
Or is it something like this...

I Love Social Media

THIS much!
What is social media really all about?
Social Media is a **conversation**

Supported by online tools
The conversations are powered by...

Social Media Landscape 2017
But it’s more than that!!!

**Social media connects...**

- Communities
- Networks
- People with something in common

For...

- Creating
- Sharing
- Exchanging
- Conversing
WHY SHOULD YOU CARE?
GLOBAL DIGITAL SNAPSHOT
KEY STATISTICAL INDICATORS FOR THE WORLD’S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION
7.476 BILLION
URBANISATION: 54%

INTERNET USERS
3.773 BILLION
PENETRATION: 50%

ACTIVE SOCIAL MEDIA USERS
2.789 BILLION
PENETRATION: 37%

UNIQUE MOBILE USERS
4.917 BILLION
PENETRATION: 66%

ACTIVE MOBILE SOCIAL USERS
2.549 BILLION
PENETRATION: 34%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET; INTER.NETWORLDSTATE; ITU; INTERNETJUXTAPOSE; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA; FACEBOOK; TENCENT; VIVO; HUAWEI; JIO; INTERNET.RU; KAKAO; NAVY; NIKI; ADHAR; CAFE24; DING; EXTRAPOLATION OF TNS DATA; MOVIST; GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

Hootsuite - we are social
ANNUAL GROWTH
YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS
+10% SINCE JAN 2016
+354 MILLION

ACTIVE SOCIAL MEDIA USERS
+21% SINCE JAN 2016
+482 MILLION

UNIQUE MOBILE USERS
+5% SINCE FEB 2016
+222 MILLION

ACTIVE MOBILE SOCIAL USERS
+30% SINCE JAN 2016
+581 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLD STATS, ITU; INTERNET EXCHANGE; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA; FACEBOOK, TENCENT, VKONTAKTE, TTNET, INTERNET RU, KAKAO, NEVER, NIKI AGATHI, CAPITAL.COM; SIMILARWEB, DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERISSON DATA. COMPARISONS TO WE ARE SOCIAL’S “DIGITAL IN 2016” REPORT.
SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

JAN 2017

NORTH AMERICA: 66%
CENTRAL AMERICA: 51%
SOUTH AMERICA: 59%
AFRICA: 14%
MIDDLE EAST: 38%
SOUTH ASIA: 15%
CENTRAL ASIA: 7%
EAST ASIA: 57%
EAST EUROPE: 44%
WEST EUROPE: 54%
SOUTHEAST ASIA: 47%
OCEANIA: 52%

GLOBAL AVERAGE: 37%

SOURCES: FACEBOOK, TENCENT, WECANIA, LIVESTRONG.COM, KAKAO, NAVER, NIKI AGHAZI, CAFEBAZAAR.COM, SIMILARWEB, DING; EXTRAPOLATION OF THIS DATA.
Tips to a Social Media Plan

1. Design a strategy with measurable goals
2. Identify your audience
3. Select your platform(s)
4. Determine your content
5. Manage your time
6. Measure your success
Tip #1: Set goals

1.
2.
3.
Increase “brand” awareness
Drive traffic to your website
Build **followers**
Promote an **event**
Tip #2: Identify your audience

Who's Your Target Audience?
Tip #3: Choose your platform(s)
This is what you want to **avoid**...

- Okay, we have accounts for our company on Facebook, Twitter, YouTube, MySpace, Digg, Delicious, Blogger, Vimeo, Google+, Flickr, Picasa, LinkedIn, and Tumblr.

- Cool! Now What?

- Ummm...I have no idea.
Research the demographics of platforms
Each has a different purpose and attraction
Pinterest:
- 100+ Million monthly active users
- 21 mins daily time spent
- 37% among millennials (18-24) who use internet
- 81 Million estimated growth for 2015 (added users)
- 106% Growth Among Adults (% 2012-2015)
- Social Media Apps phone penetration (among 18-34)
  - 18% growth in 2014: 43%
- Mobile vs desktop: 92% mobile, 8% desktop
- 42 Million U.S. residence users
- 25% urban, 29% suburban, 30% rural
- More facts
  - Pinterest users outside the U.S. - 45%
  - Growth in male monthly users in 2015: 120%
  - Percentage of Pins made by women: 92%
  - Monthly Pinterest pageviews: 2.5 Billion

Instagram:
- 400 Million monthly active users
- 21 mins daily time spent
- 55% among millennials (18-24) who use internet
- 128 Million estimated growth for 2015 (added users)
- 106% Growth Among Adults (% 2012-2015)
- Social Media Apps phone penetration (among 18-34)
  - 43% growth in 2014: 43%
- Mobile vs desktop: 98% mobile, 2% desktop
- 77 Million U.S. residence users
- 28% urban, 26% suburban, 19% rural
- More facts
  - 75 Million daily active users
  - Instagram users under age 35 - 90%
  - Percentage of Instagram users outside the U.S. - 70%
LinkedIn

- 97 Million monthly active users
- 10 mins daily time spent
- 22% among millennials (18-24) who use internet
- 56% male users, 44% female users
- 25% Growth Among Adults (% 2012-2013)

Social Media Apps
- Phone penetration (among 18-34)
- Mobile vs desktop: 75% growth in 2014: 50%
- 107 Million U.S. residence users

More facts
- LinkedIn users stretch across 200 countries and territories
- Number of LinkedIn member pageviews Q2 2015 - 35 Billion
- Percentage of millennials on LinkedIn (15-34) - 13%

Snapchat

- 200 Million monthly active users
- 17 mins daily time spent
- 32% among millennials (18-24) who use internet
- 30% male users, 70% female users
- Mobile vs desktop: 100% vs 0%
- Social Media Apps phone penetration (among 18-34)
- 57 Million U.S. residence users

More facts
- Amount of daily video views - 4 Billion
- 400 Million daily snaps
- 77% of college students use Snapchat
- 81% of users are the age of 13-24
Young Americans Haven't Abandoned Facebook (Yet)

% of Americans aged 12-24 who currently ever use the following social networks*

- Facebook: 74%
- Instagram: 59%
- Snapchat: 57%
- Twitter: 32%
- Vine: 30%
- Google+: 26%
- Pinterest: 20%
- Tumblr: 15%
- WhatsApp: 11%
- LinkedIn: 7%

* based on 2,002 interviews of people aged 12 and older conducted between January 6 and February 9, 2015

Source: Edison Research & Triton Digital
Initially, **create 2-3 social profiles** based on your defined audience.
Tip #4: Determine Your Content

It all starts with content

1. Blog posts
2. Articles
3. Videos
4. Infographics
5. Whitepapers
6. Webinars
7. Slideshows
8. Images
9. Website copy
10. Product descriptions
11. Ebooks
12. Digital magazines
13. Podcasts
14. Research reports
15. Case studies
16. Enewsletters
TYPES OF SOCIAL MEDIA CONTENT

OWNED
If you created the content, then you own it. This includes images you’ve purchased as well.

LINKING
By copying and pasting a URL into a social media post, the reader will need to click the link to view the full content.

TEXT
Just like it sounds, these social media posts are only text. Examples of text posts include quotes, questions, trivia/tactoids, jokes, holiday greetings, and insights.

REAL-TIME
You go straight to the social media site, plug in your content, and hit publish.

BROADCAST
When you simply share your message without requesting feedback.

INFORMATIONAL/ENTERTAINING
The content is relevant to your business, but the primary goal is to be useful or fun for the reader. Do this more!

SHARED
Someone else created the content, and you shared it (i.e., re-tweeted, re-grammed, re-pinned, etc.). Recommend you post more owned content than shared content.

EMBEDDING
If you upload an image or video, the reader will see or watch the content from the post without leaving the site. Do an equal mix of embedding and linking to drive traffic to your website and to increase opportunity for others to share your content on social.

MEDIA
Videos, gifs, and images like photos, memes, infographics, and cartoons. Include an image with every post.

SCHEDULED
Using the social media’s scheduling feature or a third-party tool like Hootsuite, you schedule your social media posts to be published at a later day/time.

CONVERSATION
When you want your readers to comment on your post with their ideas or opinions. Conversation is the goal of social media. Avoid broadcasting.

PROMOTIONAL
A blatant promotion of your business, product, or campaign. Follow the 70/30 rule where 70% of the time you inform or entertain and 30% of the time you promote.
To search for content to share, use Google Alerts.
Or use **content aggregators**

- Google News
- SocialMention.com
- IceRocket.com
Other tools to use...

- Google Trends
- Twitter Trends
- Trending Stream on Facebook
- News360: Personalized newsfeed
- Reddit
- Digg
It is important to note...

Visual content is **40X more likely to get shared** than other types of content.

Source: MDG Advertising
Facebook Daily Video Views Apr-Nov 2015: Average video views **doubled from 4 billion to 8 billion**

**ON FACEBOOK**

Facebook posts with images receive **70% more shares than those without.**
Images Increase Sharability On Twitter

Twitter posts with an image and summary are 78% more likely to be shared.
THE GOLDEN RATIO
OF IMAGES TO TEXT

Articles that use 1 image for every 75 - 100 words get shared the most.
Tip #5: Manage Your Time

“Social media is free in the same way that a puppy is free.”
Create an **editorial calendar** to keep you on task

<table>
<thead>
<tr>
<th>Month</th>
<th>National Health Observances</th>
<th>Primary Theme</th>
<th>Secondary Theme</th>
<th>Potential Contributors</th>
<th>Article Type/Content Titles</th>
<th>Media Type(s)</th>
<th>Destinations/Channels</th>
<th>Publishing</th>
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<tbody>
<tr>
<td>February</td>
<td>American Heart</td>
<td>Cardiovascular Health</td>
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<td>Raegan Durant; Suma Kenety</td>
<td>Educate - How-To Project results</td>
<td>Articles/Blog, Video, Podcast, Infographic Presentations, Newsletters, Email</td>
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Research the **best times** to post...

Facebook:
- **1 pm - 4 pm** result in the highest average click through

Twitter:
- **Mondays - Thursdays 1 pm - 3 pm**

LinkedIn:
- **Tuesdays - Thursdays**
And the **worst times** to post...

- **Facebook**
  - Weekends
  - Before 8 am
  - After 8 pm

- **Twitter**
  - Everyday after 8 pm
  - Fridays after 3 pm

- **LinkedIn**
  - Mondays and Fridays
  - 10 pm - 6 am
Use **social media management tools** to manage multiple networks/profiles and measure analytics
Tip #6: Measure Your Success
Goal: Increase traffic to website
Use Google Analytics
Use **Facebook Insights** to view metrics about your page (e.g., Likes, Reach)
WHAT ARE SOME BEST PRACTICES?
Here are some **Do’s**...

- Update content daily
- Fill out your profile completely
- Choose a profile picture that will look good as a thumbnail
- Proofread posts for typos
- Remove spam and hateful comments
- Measure your progress
- Listen to your audience
- Copy brands/organizations/users you like
Here are some **Don’ts**...

- Don’t update sporadically
- Don’t forget to put your website in your profile information
- Don’t forget to give credit when sharing content
- Don’t share questionable information
- Don’t argue with followers
- Don’t stifle conversations
- Don’t ignore criticism
- Don’t abandon accounts if you no longer use them
WHERE SHOULD YOU BEGIN?
A few things to get you started...

• Take what you have and apply it in different ways
  – Post *existing presentations* on SlideShare then post *link* on Facebook and Twitter
  – Adapt a training or presentation into an audio podcast or a video posted to YouTube

• Post open-ended questions to invite discussion

• Livestream events (Periscope, Facebook)
How about conduct a live Facebook or Twitter chat

Join the NIMHD in a Twitter chat!!

National Minority Health Month
#MinorityResearch Chat
April 27, 2 p.m. ET

@NIMHD @MinorityHealth @FDAOMH

NIH National Institute on Minority Health and Health Disparities
If you’re still unsure...

Spend time watching what others are doing...be a **LURKER**!
Remember that social media is...

- Less about technology
- More about building relationships
- It’s a means of listening/storytelling/inspiring

- More importantly...it’s about PEOPLE
Sources

- Social media landscape 2017. fredcavazza.net/2017/04/19/social-media-landscape-2017
- Growth of Social Media. www.pixelroaddesigns.com/portfolio/the-growth-of-social-media-v-3-0
- Visual Content Marketing Statistics. blog.hubspot.com/marketing/visual-content-marketing-strategy
- How to boost traffic: buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/
WHY ARE INFOGRAPHICS IMPORTANT?

(And how can I create them?)

Dissemination Core
Laura Heider, MBA
• The average person is exposed to 174 newspapers full of information every day
• 99% of all sensory information is filtered out of the brain almost immediately
• Only 1% of information actually gets through to the brain
• Infographics are in this 1%
• ½ of the brain is dedicated to visual function
• 90% of the information transmitted to the brain is visual
• 65% of the population are visual learners
• There is a major difference in the ways in which the brain processes image and text. Images are processed simultaneously. Text is processed sequentially.
• Most people only remember 20% of what they read
• Visuals are processed 60,000 times faster in the brain than text
The average person is exposed to

174 newspapers full of information every day

99% of all sensory information is filtered out by the brain almost immediately!

This means that only 1% of information actually gets through to the brain.

INFOGRAPHICS ARE IN THIS 1%
In fact . . .

65% of the population are visual learners

1/2 of the brain is dedicated to visual function

90% of information transmitted to the brain is visual
There is a major difference in the ways in which the brain processes images and text.

**Images are processed simultaneously**

- The tree has curving branches and colorful leaves
- There are two blackbirds in the tree
- The background is yellow, pink and red
- The birds are in the tree at sunrise

**Text is processed sequentially**
Visuals are processed 60,000x faster than text. Most people only remember 20% of what they read.
Building an Infographic

General tips:

- Identify your target audience
- Keep it simple
- Keep it focused – pick a single topic
- Rely on catchy images that visually demonstrate your content
Building an Infographic

General tips:

- Make it easy to view (be careful about fonts and colors)
- Make it brief
- Add white (negative space) so it isn’t too crowded
- Give it a great headline
Building an Infographic

Identify Your Target Audience

- Lay audience or scientific?
- Small, specific audience (for example, all community advocates), or broad audience?
- For print or internet?
- Are they already interested in your content, or must you convince them?
Building an Infographic

Infographic for a Scientific Target Audience

- More than the usual amount of print
- Uses technical language
- Assumes audience is already interested in this topic
- Still uses key images and catchy language – for example, “7 minutes of terror”
- Probably too much content

GOOD INFOGRAPHIC? NO
Building an Infographic

Infographic for a Scientific Target Audience

- Assumes audience is already interested in this topic
- Images are bright and eye-catching
- While there is a great deal of content, it’s not intimidating to process for a scientific audience.

GOOD INFOGRAPHIC? YES
Building an Infographic

Scientific Infographic for a Lay Target Audience:

- More than the usual amount of print
- Assumes audience is already interested in this topic
- Far too much content
- Insufficiently eye-catching; not much variation in color or design
- Poor font and type choice; too difficult to read

GOOD INFOGRAPHIC? NO
Building an Infographic

Scientific Infographic for a Lay Target Audience:

- Images are bright and eye-catching
- Provides 1-2 simple, straightforward example for each topic
- Good visuals to illustrate each point; helps the reader to remember the information

GOOD INFOGRAPHIC? YES
KEEP IT SIMPLE!

COMPLICATED INFOGRAPHIC:

SIMPLE INFOGRAPHIC:
FOCUS- PICK A SINGLE TOPIC

BROAD INFOGRAPHIC:

FOCUSED INFOGRAPHIC:
RELY ON CATCHY AND MEMORABLE IMAGES

POOR IMAGE CHOICE:

GOOD IMAGE CHOICE:
MAKE IT EASY TO VIEW

DIFFICULT TO VIEW:

EASY TO VIEW:

7 Reasons why people SLEEP during your Presentation

1. DURATION
   The longer you present, the more people sleep. Cut down.

2. NOVELTY
   To keep them awake, tell them something new: something they have not heard before.

3. CLARITY
   They sleep when they do not understand. Less of jargon and more of examples and stories.

4. DARK ROOM
   Your room is cold and completely dark, and everyone is sleeping. Bright room is what you need.

5. PASSION
   Modulate your voice. Move around the stage. Energy!

6. DO THEY CARE?
   How can you help them? How does this make their life better? Focus on them.

7. ENGAGE
   Presentation is not a one-way street. Ask questions, show videos and engage.
KEEP IT SIMPLE and KEEP IT BRIEF

TOO COMPLICATED:

SIMPLE:
KEEP WHITE (NEGATIVE) SPACE

NOT ENOUGH NEGATIVE SPACE:

GOOD USE OF NEGATIVE SPACE:
GIVE IT A GREAT HEADLINE

BAD HEADLINE:

1 OUT OF 2 SELF-EMPLOYED PROFESSIONALS IN MAKATI PAID LESS TAX THAN A PUBLIC SCHOOL TEACHER.

GOOD HEADLINE:

GEEK VS. NERD

History:

The terms geek and nerd may sometimes seem synonymous, but they have very different roots in history.

Geek Traits

Geeks were originally considered pariahs or outsiders. They were often described as people who lived in their own world, with little interest in social norms.

Nerd Traits

Nerds, on the other hand, were seen as bookish, introverted, and often awkward. They were associated with a love of learning and a passion for intellectual pursuits.

Out of 2 people, 1 paid P4 million in taxes but the 318th account paid only P120. That's lower than the daily minimum wage in NCR.
Building an Infographic

Example of a bad infographic

It doesn’t really say anything!

Look at my irrelevant picture of a cup of coffee!!

500
is the amount of miles I would walk before walking another 500.

1,000,000 people is equal to a million people

100
penny’s are in every dollar.

The other .1% are mermaids.

Percentage of people that are human

- 100% are human
- 5% are vampires
- 8% are werewolves
and this statistic is now at 111% which makes complete sense...

T.OO MANY RANDOM NUMBERS!!

96% Random Percentage

#Statistics
Great tools for creating beautiful infographics

• **Canva.com.** Offers pre-made templates or template components you can use

• **Venngage.com** walks you through the infographic making process with a wide variety of components. Use is free; downloading requires a subscription.

• **Easel.ly.** Although you must pay for some of their more sophisticated templates, many are free, and all are user-friendly

• **Piktochart.com** has several hundred free or cheap templates that are professionally designed

• **Infogr.am** is ideal for creating charts or graphs

• **Flaticon.com** has thousands of free vector images that you can insert into Photoshop or any other design tool to create your perfect custom infographic. Perfect for building from scratch
Building an Infographic

Example:

- Claudia Leonardi, et. al, researched the connection between street connectivity and body mass index (BMI), a measure of obesity
- Obesity has increased substantially in the United States in recent years
- Street connectivity is an indication of how easy it is to access places to go for a walk or exercise
- Leonardi and her colleagues assessed electronic health records data from 31,297 patients who lived in Louisiana and visited a Daughters of Charity clinic in order to discover whether electronic health records were a feasible way to assess the association between street connectivity and obesity
- Analysis revealed that there was an inverse relationship between increasing street connectivity and body mass index (BMI)
- The negative relationship was stronger in non-Hispanic white participants than for non-Hispanic black participants
- Higher street connectivity (neighborhood walkability) may provide increased opportunities for residents to travel by walking, and may therefore increase physical activity and reduce BMI
Building an Infographic

STEP ONE: Identify the target audience

- Broad audience
- Community health advocates, researchers, and scientists
- May or may not already be interested in this research, so we need to grab their attention

STEP TWO: Keep it simple

- Simplify the language
- Distill to the most important, attention-grabbing information
STEP TWO: KEEP IT SIMPLE

Simplify phraseology.

- Obesity is increasing dramatically in the United States, which is a serious threat to health
- Access to places to walk near your neighborhood, called neighborhood walkability, can make it easier for you to exercise
- Electronic patient records showed that the closer people live to areas that are easy to walk around, the less likely they are to be obese
- Living far from an area where is it safe and easy to walk increases your chances of obesity
- Looking at electronic health records may help researchers find areas that are most likely to struggle with obesity
STEP THREE: KEEP IT FOCUSED

What’s the central point?

- Obesity is increasing dramatically in the United States, which is a serious threat to health

**Neighborhood walkability can reduce obesity.**

Electronic health records can help us identify areas that need the most help.

- Chances of obesity
  - Looking at electronic health records may help researchers find areas that are most likely to struggle with obesity
STEP FOUR: CATCHY AND MEMORABLE IMAGES

Tapping online resources

Flaticon.com – Home to thousands of free vector images.

Here’s what a search looks like:
STEP FOUR: CATCHY AND MEMORABLE IMAGES

Tapping online resources

I search “obesity”, “walking”, “streets”, “exercise,” and “records” and come up with the following images:
STEP FIVE: MAKE IT EASY TO VIEW

Tapping online resources

Moving to Venngage.com. You are required to sign up, but then you can pick from a number of infographic templates for free. This is what a search for informational infographics looks like:
STEP FIVE: MAKE IT EASY TO VIEW

Select a template:
STEP FIVE: MAKE IT EASY TO VIEW

Click on content to replace it. Venngage lets you upload the images you downloaded from Flaticon, to search for others, and to click and change the text.
STEP FIVE: MAKE IT EASY TO VIEW

The colors, the text, the font, and all the images can be replaced and moved around. You can click on colorful boxes to change the color inside.
CHECKING STEPS 6-7
IS IT SIMPLE? DOES IT HAVE NEGATIVE SPACE?

5 Tips
To Keep Your Chin Up

- Obesity is a serious health problem in the United States.
- Access to places to walk near your neighborhood - street walkability - makes it easier to exercise.
- Electronic patient records show that the closer people live to areas where it is easy and safe to walk, the less likely they are to be obese.
- Looking at electronic health records may help researchers find areas that are most likely to struggle with obesity.
- Living far from an area where it is safe and easy to walk increases a person's chances of obesity.
STEP 8: THE HEADLINE

5 Tips To Keep Your Chin Up

1. Obesity is a serious health problem in the United States.
2. Access to places to walk near your neighborhood - street walkability - makes it easier to exercise.
3. Electronic patient records show that the closer people live to areas where it is easy and safe to walk, the less likely they are to be obese.
4. Looking at electronic health records may help researchers find areas that are most likely to struggle with obesity.
5. Living far from an area where it is safe and easy to walk increases a person's chances of obesity.
STEP 8: THE HEADLINE

FIGHTING OBESITY: Neighborhood Walkability

Obesity is a serious health problem in the United States.

Access to places to walk near your neighborhood - street walkability - makes it easier to exercise.

Electronic patient records show that the closer people live to areas where it is easy and safe to walk, the less likely they are to be obese.

Looking at electronic health records may help researchers find areas that are most likely to struggle with obesity.

Living far from an area where it is safe and easy to walk increases a person’s chances of obesity.

A note on Venngage: Developing the infographic is free. However, downloading it is not – you have to have a premium membership. So, you might want to develop your idea on Venngage and then rebuild it in PowerPoint or Canva.
A QUICK OVERVIEW OF THE OTHER PLATFORMS: CANVA

Canva is free to use, and downloads are free. You can select from a broad variety of templates:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: CANVA

Canva is free to use, and downloads are free. You can select from a broad variety of templates:

Canva has a variety of layout, text, and picture tools

You can upload your own images and Canva will store them:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: CANVA

Canva lets you change fonts and background colors, and insert new elements. Here’s an infographic I built in Canva with images from Flaticon:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: PIKTOCHART
A QUICK OVERVIEW OF THE OTHER PLATFORMS: PIKTOCHART

Piktochart’s free infographic templates are fairly limited:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: PIKTOCHART

However, you can build an infographic from scratch with ideas you got somewhere else, and they have helpful features like the ability to create a chart:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: EASEL.LY

Like Venngage, you can build your infographic for free here, and there are many different templates:

However, also like Venngage, you must pay for a membership (roughly $36/year) in order to download.
A QUICK OVERVIEW OF THE OTHER PLATFORMS: INFOGR.AM

Here is what you get with a free Infogr.am membership:
A QUICK OVERVIEW OF THE OTHER PLATFORMS: INFOGR.AM

It isn’t as flexible or diverse as the other platforms

And works best for creating or explaining charts
SUMMARY OF ONLINE RESOURCES

For researching types of infographics and infographic styles:

**Pinterest.com.** This will give you great ideas for the types of infographics that are the most eye-catching, and a very broad exposure to what is available.

**Venngage.com.** Even if you elect not to use their resources, due to cost, their templates can spur your imagination.

**Google images.** Google “informative infographic” or “simple infographic”. You’ll be astonished at the wealth of design ideas!
SUMMARY OF ONLINE RESOURCES

For free images:

**Flaticon.com** Most of their images are free to download, and are vector images with transparent backgrounds. This means that they can be scaled as large or as small as you need them to be.

**Logomakr.com.** A resource to help organizations develop their logos, this has a wealth of images, which you can combine with other images before you download.
SUMMARY OF ONLINE RESOURCES

For free infographic development:

**Canva.com.** While they’ll ask you to pay (around $1) for their premium images, it’s still completely free to build and download an infographic of any dimensions from scratch.

**Piktochart.com.** Like Canva, most of their content is free, but some of their better material must be paid for.

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**Pros:**
- Free
- Can upload content downloaded from other sites
- Many design elements, including text

**Cons:**
- Very limited number of templates; you must build them yourself
- Some of the best content is premium, meaning it costs money
SUMMARY OF ONLINE RESOURCES

For free infographic development:

**Infogr.am.** Mostly useful for building charts and graphs, the free service allows limited downloads and creations.

**Pros:**
- Free
- Can upload content downloaded from other sites

**Cons:**
- Specialized for chart construction; lacks versatility
- Doesn’t interact as well with other platforms
SUMMARY OF ONLINE RESOURCES

For paid infographic development:

Venngage.com. Offering a wealth of eye-catching templates, development of the infographic is free, but downloading requires a membership which runs about $19/month. This allows you to develop and deploy a large variety of eye-catching material.

Easel.ly. Less expensive than Venngage, at about $36/year, Easel.ly has fewer templates but very solid design elements.

Pros:
• Excellent pre-made templates
• Can upload content downloaded from other sites
• User-friendly
• Downloads in multiple formats

Cons:
• Must pay for the service
QUESTIONS?