

When data doesn't speak for itself: Integrating your research into a larger content strategy

Speaker: Ksenia Pogorelova

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(on going)

Important Links

- The Psychology of Sharing:
<https://foundationinc.co/wp-content/uploads/2018/12/NYT-Psychology-Of-Sharing.pdf>

Notes

- Content Strategy - setting **goals**, knowing your **audience**, creating killer **content**, picking your perfect **platform** and measuring **success**.
- Where do all charts go? Articles, Newsletters, Presentations, Social media, etc.
- How to get charts reprinted?
 - Understood on one glance
 - Well-known chart form
 - Newsworthy & relevant
 - Exclusivity, own research
 - Pitch tailored to a specific media
 - (+Competition + Good Timing + Media Relations)
 - Need to add more complexity? Add an human angle and built in explanations.
- How to get viral?
 - Think first that "not everything should go everywhere", some stories only work in specific platforms and over-simplification can be harmful.

- Follow your audience - Check which topics work in each media.
- Make a story out of it: 1. Hook -> 2. Explanation/Plot -> 3. Resolution/Summary -> 4. Call to Action
- Reimagine it - Think first: What is the key take away? What kind of engagement do you expect?
- What made it to go viral?
 - Clear, straightforward message
 - One takeaway for one post
 - Follows the topics that your audience is interested about
 - Explains it from a human angle
 - Builds on a shared knowledge
 - With an Unexpected Twist
 - Isn't afraid to be wild or weird
- The job does not end when we find the perfect chart. "Every data visualisation ends with a conversation".

Q&A

Q: Have you done any documentation based on the users in content strategy?

A: We have different personas in mind and create different content for different channels

Q: When information is misused. Do you have any learning to discourage this?

A: Yes it can be taken out of context, you need to think that every data viz can be taken out of context but is important to have the expert credibility to give the reputation and provide references.



About the Talk

Have you ever created a beautifully complex data visualization, only to find that it doesn't get the attention it deserves? In this talk, she will explore different ways to make your data speak by integrating your findings into a larger content strategy, from choosing the right topic and format for to “selling” your charts to traditional and social media.

About the Speakers

Information designer with background in journalism and strategic communications, focusing on data visualisation, infographics and storytelling. Russian in Vienna with an ongoing identity conflict on where she really belongs and passion for history & writing.

Her current work for economic research institute Agenda Austria mainly focuses on topics such as economic policy, demographic development & climate change.