

Telling Your Story with Infographics

10 Steps to Creating An Infographic

Why?

Pictures and graphics are compelling, engaging, and when used well, easier to understand. They can also lend an air of credibility, reliability, and professionalism to documents. For example... [Annual Report 1](#) vs [Annual Report 2](#)... which tells the district's story about the great things they are doing, their achievement, and their students? Which are district stakeholders more likely to read, engage with, and remember? Which shares the district's message clearly?

What? (Steps 1-3)

Storytelling is combining three key elements:

1. Data
2. Visuals
3. Narrative

At ESU #3 we tell our story at every available opportunity. We are constantly looking for new ways to evaluate our services, while also communicating with our stakeholders. The information we share with legislators is also shared publicly through our new website. Our story is not only about [who we are](#), but also [who our districts are](#). From sharing [logic models](#) to [the professional learning model of service](#) to [reporting technology in districts](#) to [reflecting on professional learning](#) to sharing [ESU wide data](#), infographics can help communicate your message, your actions, and your goals with your stakeholders. In order to create something to tell your story as an ESU, a great tool to get started is the [10 Steps to Creating An Infographic](#) from Magnolia Consulting. Their [checklist](#) for reviewing infographics is actually a great planning tool as well. Magnolia just released a new tool called "[Crafting a Powerful Message](#)."

How? (Steps 4-10)

Our graphics are created with a [paid subscription program](#), but can be done with free tools available from other programs (not all tools within program are available with free subscription):

- Google Slides
- [Canva](#)
- [Piktochart](#)
- [VisMe](#)

A major list of resources (images, icons, text, color) for creating and designing can be found [here](#), another great resource available from Magnolia Consulting. Examples for inspiring your creativity and design are available in this [folder](#), as well as by using Google, Pinterest, or looking at templates on any of the design websites. One other great resource is Twitter and following data visualization gurus like [@EvergreenData](#), [@Magnolia_Eval](#), and [@AnnKEmerly](#), will help inspire ways to use your data effectively.

Before sharing, print and review. Using colleagues and another great [checklist](#) from Magnolia Consulting, figure out if the infographic has achieved your goal, telling the story you want stakeholders to hear.

Who is my audience?

What is my message?

How can I engage my audience in that message?

What will make an impact?

What compelling data is needed?

[District Data Profile Template Done in Google Slides with Data Charts](#) (File in Examples Folder)