Utilizing Social Media in Watershed Planning and Preservation & Communicating Water Quality Data

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SAGINAW BAY WATERSHED CONFERENCE
Introductions

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Spicer Group
- Based in Saginaw
- Founded in 1944
- 150+ full-time professional and technical employees
- On the web:
  www.spicergroup.com
1. What is Good Data?
2. Community Leaders Using Data
3. What is an Infographic?
4. Online Tools to Help You Share Data
5. Using the Online Tools
6. Sharing Geodata
7. Questions
What is Good Data?

- Easy to obtain
- Easy to use
- Cost-effective
- Can be transformed
- Current
- Truthful, real
What is Good Data?

Some notes about data:

• **Definition:** Facts and statistics collected together for reference or analysis.

• **Synonymous with:** Facts, figures, statistics, details, particulars, specifics.

• **Did you know?** *Data* is plural, and *datum* is singular.

• **For Community Leaders:** Community-based information relevant to your peers, key decision-makers, and your constituents.
What is Good Data?

Adjust Your Learning Curve

Check out this video!

“Data is this ubiquitous resource you can shape to provide new innovations... insights...”

“A fertile, creative medium... feels like flowers blooming...”

Community Leaders Using Data

When you use data:

• Descriptions in your planning and community/watershed documents.
• Reports, memos typically include charts, tables, graphs, maps.
• Supported with narratives to transform the data into information that can educate and engage the public, can also inform and direct policy decisions.
• Community Leaders try to explain the data, make it understandable.
Community Leaders Using Data

Can you use data differently?

• You can tell a story with your water data.
• Already have charts, graphs, supporting narratives, so let’s ask ourselves a question: Can the data be deployed creatively to further engage and educate the public?
• Also consider the social media effect: Facebook, Twitter, Instagram, Pinterest – Everyone seems to be online somewhere!
• So, further questions... Could we deploy our data with a high level of ease using social media outlets? How then do these data get transformed and deployed for the social media reality?
Community Leaders Using Data

Can we use data differently?

• Yes we can...
What is an Infographic?

What is the definition of an infographic?

- An abbreviation of “information graphic.”
- Has gained popularity recently based on the increased use of graphics in online marketing.
- Some use this term to connote the unique format that has been widely adopted for this application, which is characterized by illustration, large typography, and long, vertical orientation displaying an assortment of facts.
- Simply put, an infographic uses visual cues to communicate information.
What is an Infographic?

**Brief History**

- Flow map of Napoleon’s Russian Campaign of 1812
- In 1861, Charles Joseph Minard, released an information graphic on the subject of Napoleon's disastrous march on Moscow.
- Captures four different changing variables that contributed to Napoleon’s downfall in a single 2-D image:
  1. The army's direction as they traveled,
  2. The location the troops passed through,
  3. The size of the army as troops died from hunger and wounds, and
  4. The freezing temperatures they experienced.
What is an Infographic?

Brief History

- Familiar and classic example is USA Today
What is an Infographic?

Brief History

- The design aesthetic of today’s online infographics tend to be long and skinny, making it scrollable while reading a blog, and is chock full of data and symbols.
What is an Infographic?

**Brief History**

- Interest in infographics began to grow on the internet around 2007 as people shared old infographics like Napoleon's march on Moscow and newer creations such as those published by GOOD Magazine.

- The Internet had usurped infographics.
We’ve always been visual communicators...

What is an Infographic?

- Cave paintings 40,000 years ago
- Sumerian cuneiform writing 5,400 years ago
- Egyptian hieroglyphs 5,200 years ago
- Maya calendar icons 3,200 years ago
- Emoticons 😃 31 years ago
- Isotype 77 years ago
What is an Infographic?

Why Community Leaders Should Use Infographics

• As a leader, ask yourself, how do you appeal to an audience in a world of information overload in which people constantly face new inputs, options, and decisions?

• Delighting people with your content is a must.

• It has become a necessity in order to build trust with your audience and capture their attention often.
What is an Infographic?

Why Community Leaders Should Use Infographics

• What appeals to us when we become interested in consuming information? We are drawn to formats that we see as efficient, engaging, and entertaining.

• It's highly unlikely that someone would prefer to read a lengthy article than view a multimedia display presenting the same information.

• A diversity of media keeps our brains engaged in the material and the visualization can enable us to digest it more efficiently and facilitate understanding.
What is an Infographic?

Why Community Leaders Should Use Infographics

• Given that people are more likely to consume information visually, the value of using visuals in our communication - instead of just words - is truly significant.

• And the strongest visualizations are those that are supported by descriptions as well as narratives. Using words in this way helps to bring both personality and clarity to an infographic.
What is an Infographic?

Design Considerations for Leaders Using Infographics

• Should serve your projects purpose, e.g. support narrative in a watershed document, help facilitate engagement with the public, etc.

• Tell a story, convey an idea, be meaningful.

• Make it accessible to as many people as possible.
Online Tools to Help You Share Data

- http://infogr.am/
- http://piktochart.com/
- http://visual.ly/
- http://www.instagis.com/
- http://www.shutterstock.com/
- Clip Art
Online Tools to Help You Share Data

Infogr.am
Online Tools to Help You Share Data

Picktochart.com
Online Tools to Help You Share Data

Easel.ly
Online Tools to Help You Share Data

www-958.ibm.com/software/analytics/manyeyes/


Online Tools to Help You Share Data

Visual.ly
Using the Online Tools

Easiest to Use: infogr.am

- Free
- Embed in your website or social media
- Can easily upload Excel data
Using the Online Tools

Upload to infogr.am

**Step 1**

• Click the “Create” button
Using the Online Tools

Upload to infogr.am

- **Step 2**
- Click the “Charts” button on top
Using the Online Tools

Upload to infogr.am

• **Step 3**
  - Select the type of chart you want, one that will best fit your data
  - Click the blue “Add chart” button
Using the Online Tools

Upload to infogr.am

• **Step 4**
• Double-click chart area
Using the Online Tools

Upload to infogr.am

- **Step 5**
  - Click “Load Data” button
  - Navigate and select your file
Using the Online Tools

Upload to infogr.am

• Step 6
  • Edit Title
  • Edit Description
  • Edit Copyright Notice
Using the Online Tools

Upload to infogr.am

- **Step 7**
- Click “Share” button on top
Using the Online Tools

Upload to infogr.am

• **Step 8**
• Click “Publish” button
• Click “View on the web”
Using the Online Tools

Example of sharing infogr.am on social media

- Obtain your data
Using the Online Tools

Example of sharing infogr.am on social media

- Get your data in a spreadsheet
Using the Online Tools

Example of sharing infogr.am on social media

- Upload your data to infogr.am
Using the Online Tools

Example of sharing infogr.am on social media

- Change settings and create labels for your newly created chart
Using the Online Tools

Example of sharing infogr.am on social media

- Share on your favorite social media page
Online tools allow you to embed maps in social media

- Go beyond PDFs
- Can be interactive
- Google Maps
- ArcGIS Online
Sharing Geodata

Data displayed in a PDF can be cluttered, unreadable
Sharing Geodata

Online maps can be inviting, easy to understand, gives you control
Google Maps requires usage of KML files
google.com/maps

ArcGIS Online handles various formats, including spreadsheets
arcsis.com/home
Questions?

Thank You!

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