Module 4 Session 2 - *In Brief*

Data Storytelling

1. ***Receive Your Data***
    1.1. The first step is to ensure you are working with clean, standardized data.

2. ***Identifying Your Audience***
    2.1. Knowing your audience is one of the fundamental elements of effective communication.
    2.2. Crafting good messages is about building connections.
    2.3. Reflect on: What should we keep in mind as we create these data narratives?

3. ***Understand Key Insights***
    3.1. After receiving your clean, standardized data, and identifying your audience, reserve time to review your data to discover key data insights that would be highly relevant to your audience.
    3.2. Determine insights that will draw the attention of your audience.

4. ***Connect Stories to Key Insights***
    4.1. Even if you have convincing graphs or numbers behind these key insights, it can still be hard for audience members to relate personally to these messages.
    4.2. Use relatable stories to bring key insights to life.
    4.3. Include these relatable, or personable, stories and anecdotes to more fully engage your audience in the story of your data.
    4.4. If you have difficulty selecting which stories to share, think about your target audience, and choose stories that they will likely relate to, or resonate with.

5. ***Utilize Engaging Visuals***
    5.1. Furthermore, some audience members might only become more fully engaged with your data if you include engaging visuals.
    5.2. Data can be hard to visualize mentally, so having graphs or maps showcasing data for an audience can alleviate a lot of mental labor your audience will have to do.
    5.3. Remember to focus on visuals or aesthetic details that your audience will likely relate to, or resonate with.

6. ***Share Your Data Stories***
    6.1. Share your data stories with your target audience.
    6.2. Do not let the effort you have put into your research go to waste!