SOCIAL MATH –
Bringing your program data to life

Presented by:
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Opening in a good way...
Overview

• Understand the challenge of communicating data in a meaningful way

• Learn to uncover stories within your data

• Create social math equations from statistics

• Learn how to create infographics that work
The “typical” approach

We as “experts” tell everyone what’s best and

• Become baffled when people:
  • Don’t support our programs.
  • Throw away our brochures.
  • Ignore our advice.

• Get upset when this approach *does not* motivate change.
The marketing mindset

Instead of asking what’s WRONG with our audience, ask:

• What’s wrong with what we’re offering?
• What’s wrong with our message or delivery?
• What do we need to offer to offset their costs?
• What are our audience’s beliefs, values, and goals – and how does our product align with them?
Exchange Theory

What are you going to give me?

What will I have to give up?

Does this solve a problem for me?

Is it worth the effort to me?
It’s all about the audience

Different…
Needs
Beliefs
Values
Priorities
Challenges
What is social marketing?

Social marketing is marketing that’s directed toward influencing audiences to adopt or change social behaviors or ideas like adopting better health practices or developing more environmentally friendly habits.
Characteristics of social marketing

- Uses techniques similar to commercial marketing.
- Is grounded in science and driven by consumers.
- Considers the perceptions and perceived needs of the target audience as an essential element of planning.
What do we know?

• The “typical” approach won’t get us far.

• We need to shift from the expert mindset to the marketing mindset.

• Remember the Exchange Theory.

• Our audiences belong at the heart of our efforts.
Tools for Grantees

**Communications Toolkit**
Reaching important groups such as youth, parents, elders, health care professionals, educators, and Tribal leadership is critical to the success of your program. Consistent and...

**Legacy Wheel**
Many equate sustaining their Tribal Youth Program with obtaining additional funds. However, a broader view of sustainability can involve various strategies to maintain this...

**Online Guide:** Preparing for the Coordinated Tribal Assistance Solicitation
This guide was created to assist federally recognized tribes as they prepare to write, and submit their application for complex grants like the DOJ CTAS. The past three years of...

**Strategic Planning Tool**
This highly interactive meeting brought together teams of T-JADG and TYP grantees to focus on strategies for planning, implementation, evaluation, and sustainability over the life...
The Basic Steps

• Situation Analysis
• Message Development
• Communications Strategies
• Channels
• Evaluation
Step 1: Situation Analysis

Analyze where you stand now including your communication goals, what you know about your target audience, and your strengths/resources.
Communications Goals

• What are you trying to accomplish with your communication efforts?

• What action do you want people to take after they hear your message?

• What are your short-term goals, and what are your long-term goals?
Audience

• Who do you need to reach to accomplish your communications goal?

• What individuals or group(s) have the power and resources to create the change you want?

• What do you know about that target audience?
Step 2: Message Development

- Include no more than three points.
- Avoid jargon.
- Start with what the audience knows or believes, and show them how change can create a win-win situation.
- Make it memorable.
- Use examples that resonate with your audience – that fit with your audience’s motivations, beliefs, and attitudes.
Why use social math?

The data we collect represent powerful stories.

How can we help an audience understand those stories and feel moved by them to act differently?
Social math – what is it?

Social math takes numbers and puts them into a context that the audience can relate to.

- **Data**: 30,000 students were helped by our program in District A last year.

- **Context**: That’s enough students to fill State College’s football stadium.

The stadium is an image that resonates with the audience. They can now picture what 30,000 students looks like.
Data needs context

Raw data fosters credibility, but it can lack the human context that can move your audience to act.

Data:*

• In 2009, the dropout rate for the American Indian/Alaska Native population was 15 percent, or 46,800 students.

Goal:

• Reduce the number of dropouts.

* U.S. Census, American Community Survey, 2009
And stories need data

Human stories that don’t have data can move audiences but leave them without a sense of direction about how to take action.
In 2009, the dropout rate for the American Indian/Alaska Native population was 15 percent, or 46,800 students. That’s enough to fill almost 79 high schools.*

* Based on the average size of a U.S. high school, Center for Education Reform
Infographics

A related tool is the infographic. An infographic presents data in a graphic, or visual, way.
How do you reveal the stories in your data?

• Decide what facts and statistics are compelling.
• Identify your intended audience.
• Research what is important to that audience.
• Select the data that would be most persuasive to that audience and choose the visualization technique that would best deliver that message.
Social math – what do you need?

To create a social math equation, you need:

• Data in the form of hard numbers (not just percentages)
• An intended audience
• A computer with online access
• A calculator
• Creativity!
Determine the right context

Possible frames for your data:

• What do your data look like?
• How much money do your data represent?
• How much lost time do your data represent?
• What resources do your data use/save?
• How big/small/tall/far, etc. are they?
• Where can we place them?
How big or small is it?

On average, our food travels 1,500 miles before it gets to our plates – the distance from Seattle to Chicago.
How much does it cost?

The overall amount spent on alcohol per college student exceeds the dollars spent on books and is greater than the combined amount of fellowships and scholarships provided to students.
How do you find comparisons?
Let’s try it

Data:*  

• There are more than 1.5 million (1,501,995) AI/AN over the age of 25.  

• Of those people, 316,921, or 21.1 percent, do not have at least a high school education.

Goal:  

• Increase high school graduation rates among the AI/AN population.

* U.S. Census, 2011 American Community Survey
Giving context to data

There are more than 316,000 AI/AN over the age of 25 who do not have at least a high school education. That’s more than the entire AI/AN population in the state of Texas.
You try it!

Develop a social math equation using your data:

• Determine your audience.
• Identify your goal.
• Write a social math equation – be creative!

You have 10 minutes.
More examples

Data:

• A medium popcorn and soda combo contains 60 grams of saturated fat.

• USDA recommends no more than 20 grams/day of saturated fat.

Goal:

• Reduce consumption of movie theater popcorn.

* Center for Science in the Public Interest, Nov. 2009
More examples

Illustrating Data: The Traditional Way

OR…
More examples

= +

[Image of popcorn, drink, a burger, and cheese patties]
More examples

Data:* 

• If every person in the U.S. changed their page margins from the default of 1.25 inches to .75 inches, we would save 6,156,000 trees every year.

Goal:

• Convince people to reduce page margins.

*Penn State Green Destiny Council, 2001
More examples

If every person in the U.S. changed their page margins from the default of 1.25 inches to .75 inches, we would save a forest around the size of Rhode Island each year.
Share your results

Type into the chat your:

• Audience
• Goal
• Social math equation
Infographics – why use them?

- Presents data in an easy-to-understand format.
- Communicates complex information quickly.
Think visually
Infographics – what do you need?

• Raw data
• An intended audience
• A computer with online access
• Creativity
Free Online Tools

• **www.InfographicsArchive.com** - digital library offering existing infographics

• **www.piktochart.com** - online infographics creation tool

• **www.tableausoftware.com/public/community** - online infographics creation tool

• **Infogr.am** - online infographics creation tool

• **www.wordle.net** - word cloud creation tool
Search for inspiration

Search Results 'Students'

Infographic: The History of the Online Trading Academy

Online Trading Academy is celebrating a full decade and a half of providing superior training online! From humble beginnings in a then almost unheard-of niche (online trading), to the boom times just before the dot com bust, it [...] 

Infographic: How Much College Can I Afford?

Out-of-pocket college costs are on the rise, despite financial aid programs and grant incentives designed to help students pay. Increasingly, candidates weigh affordability as a large factor in their decision to attend a certain school. Our [...] 

Infographic: The Adoption of Inclusion Education in the United States

Inclusion education has become a crucial part of classrooms across the United States, offering students with disabilities, as well as the gifted, an opportunity to join the classroom community and
The average college student owns 6 digital devices that they use around 11.4 hours per day.

- 97% own a personal computer
- 94% own a mobile phone
- 25% own a tablet
- 3.3% own an ebook reader

**Spend**

**College Students Spending Breakdown**

- 40% DISCRETIONARY (technology, entertainment, clothes, cosmetics, etc.)
- 26% ROOM AND BOARD
- 19% TUITION AND FEES
- 12% OTHER EXPENSES
**Collection of Free Infographic Tools and Software**

- **visual.ly**
  - Create free custom infographics in seconds with Visual.ly Create.

- **Piktochart**
  - Piktochart helps users create engaging presentations from their data/information.

- **infogr.am**
  - Create free interactive charts and infographics.

- **Hohli Charts**
  - Based on the Google Chart API a brilliant tool to create great charts the way you like them, it will let you create lines, bar and pie charts, Venn diagrams, radar charts and scatter plots.

- **amCharts Visual Editor**
  - AmCharts is a set of JavaScript (HTML5) and flash charts for your websites and Web-based products. Chart Tools is the search giant's An ideal tool to generate charts for bundling of the Google Chart API and Google Visualization API.

- **Google Chart Tools**
  - Provides several tools for making data more comprehensible. Google

- **Wordle**
  - Wordle is a toy for generating "word clouds" from text that you provide.

- **Icon Archive**
  - Search through more than 297000 free icons. Browse icon sets by category, artist, popularity, date.

- **Pixlr**
  - Pixlr is a free online photo editor. Edit, adjust and filter your images. No registration jump right in.
Piktochart helps you to get professionally designed infographics within 30 minutes

PROFESSIONAL INFOGRAPHICS

TRY IT NOW

Already have an account? Log in here

PREMIUM DESIGN

POWERFUL EDITOR

EASY TO USE

STEP 1

STEP 2

STEP 3

THEME & MOODS

CUSTOMIZE

PUBLISH

Piktochart.com
Pick a template

- Regime
- Minimalist
- Flow 2
- Texture
- Web 2.0
- Dark
- Skyfall
- Sporter
Wordle is a toy for generating “word clouds” from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends.

Create your own.

View some examples created by others...

- **English notebook cover** by Ace Acedemic!
  3 years, 10 months ago

- **Period G** by Meredith
  3 years, 10 months ago

- **US Constitution** by Jonathan
  3 years, 7 months ago

- **Most Common Crossword Answers** by Jonathan
  4 years, 7 months ago

More...
Learning Opportunity – Webinar Announcement

Social Math – Bringing Your Program Data to Life
Thursday, August 8, 2013, 10:00 a.m. AK/11:00 a.m. PT/12 noon MT/1:00 p.m. CT/2:00 p.m. ET

Did you know the number of bachelor’s degrees earned by American Indian/Alaska Native students increased by 42% in 2009–2010 as compared to white students who had an increase of 26%? You may know too that 80% of American Indian/Alaska Native dropouts were chronically truant before dropping out of school and that 90% of American Indian/Alaska Native youth in detention for delinquent acts were chronically truant.

Meaningful information such as this is important to planning and implementing programs for youth and can be used to portray powerful stories that are embedded in the data we collect. We all know...
Voila!
Wrapping up

• Social math gives context to data. Context gives meaning.

• When an audience is moved, they are more likely to act.

• Find the stories within your data and use the visualization tool that will most resonate with your audience.

• A number of free online resources can help you create compelling infographics to convey information quickly and visually.
Questions?

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CLOSING...
Thank You