

Data Storytelling 101: Laying the Groundwork for CBO Impact

Identifying, Understanding, Segmenting Audiences & Tailoring Messages Guide

Part 1: Understanding Your Audience

1. Audience Identification

- Who are you trying to reach with your message?
- What are the demographics and characteristics of your audience?
- Identify subgroups with unique needs or preferences within your broader audience.

2. Audience Knowledge and Literacy

- Assess the data and visualization literacy of your audience segments.
- Determine your audience's familiarity with the topic and the appropriate level of complexity in your messaging. Consider annotation layers for clarification.

3. Audience Goals and Expectations

- What does the audience expect to gain from your story or message?
- What information do different audience segments want or need from your stories?
- Consider their diverse motives, such as seeking information, support, or actionable insights.

Part 2: Selecting Data with Ethical and Equitable Considerations

1. Empowerment and Representation

- Choose data that empowers the community and represents diverse experiences.
- Ensure that stories do not perpetuate stereotypes or undermine the dignity of individuals.

2. Informed Consent and Privacy

- Use data only from participants who have given informed consent.
- Maintain privacy and confidentiality, anonymizing data where needed.
- Allow participants to raise concerns or withdraw consent at any stage.
- Compensate participants fairly for their time and data as deemed appropriate.

3. Accuracy and Context

- Select accurate, relevant data and provide the necessary context for proper understanding.
- Clearly communicate any limitations of the data to avoid misconceptions.

Part 3: Analyzing Data with Ethical and Equitable Considerations

1. Critical Review for Bias

- Analyze data for potential biases that could skew the story.
- Check for patterns that may disadvantage or misrepresent any group.

2. Equity-Focused Analysis

- Be cognizant of how analysis methods might impact different segments.
- Strive for an analysis that illuminates disparities and supports equitable solutions.

Part 4: Presenting Data with Ethical and Equitable Considerations

1. Culturally Sensitive Storytelling

- Tailor the presentation to be respectful and considerate of cultural differences.
- Utilize language and visuals that foster an inclusive narrative.

2. Accessible and Understandable Messages

- Create messages and visuals that are clear and easily understandable by all audience segments.
- Consider additional explanatory materials or formats to support various literacy levels.

3. Accountable Communication

- Be transparent about the sources of your data and the methodologies used in analysis.
- Provide ways for the audience to provide feedback on your stories.

Part 5: Setting Objectives and Tailoring Messages

1. Defining and Aligning Objectives

- What change or action do you hope to inspire with your storytelling?
- Are your communication objectives aligned with the overall mission and strategy of your CBO?

2. Message Development

- Based on the selected data and analysis, craft a core message that resonates with your identified audience segments.
- Use storytelling techniques that accommodate diverse needs and preferences.

3. Feedback Loop and Iteration

- Establish mechanisms to gather feedback from your audience to understand the impact of your messages.
- Use feedback to iterate and refine your approach to storytelling.