

Hello!

Lesley D'Souza

Director, Strategic Storytelling & Digital Engagement Western University

@lesley_dsouza ldsouz23@uwo.ca

Joe Levy

Executive Director of Assessment and Accreditation
National Louis University

@joebookslevy jlevy2@nl.edu



LEARNING OUTCOMES

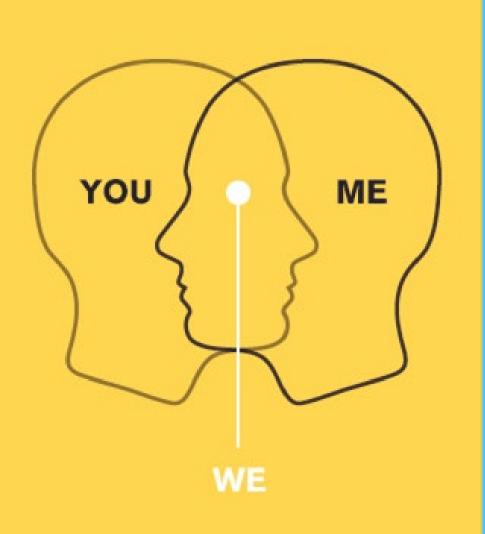
Participants will be able to:

- →Develop strategies to tell effective stories through social media which minimize or overcome typical challenges.
- → Articulate the utility of different social media platforms as useful tools for assessment practitioners.
- →Explain how to use social media to efficiently engage audiences and build coalitions.









STORIES ARE HOW WE BUILD EMPATHY.



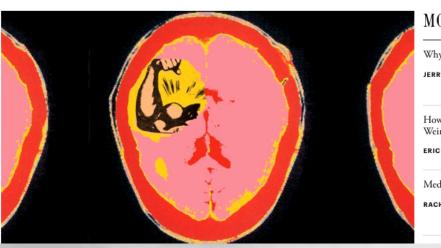
POWER, EMPATHY, AND STORIES



Power Causes Brain Damage

How leaders lose mental capacities—most notably for reading other people—that were essential to their rise

JERRY USEEM JULY/AUGUST 2017 ISSUE



MORE STORIES

Why It Pays to Be a Jerk

JERRY USEEM



How Baseball Cards Got Weird

ERIC MOSKOWITZ



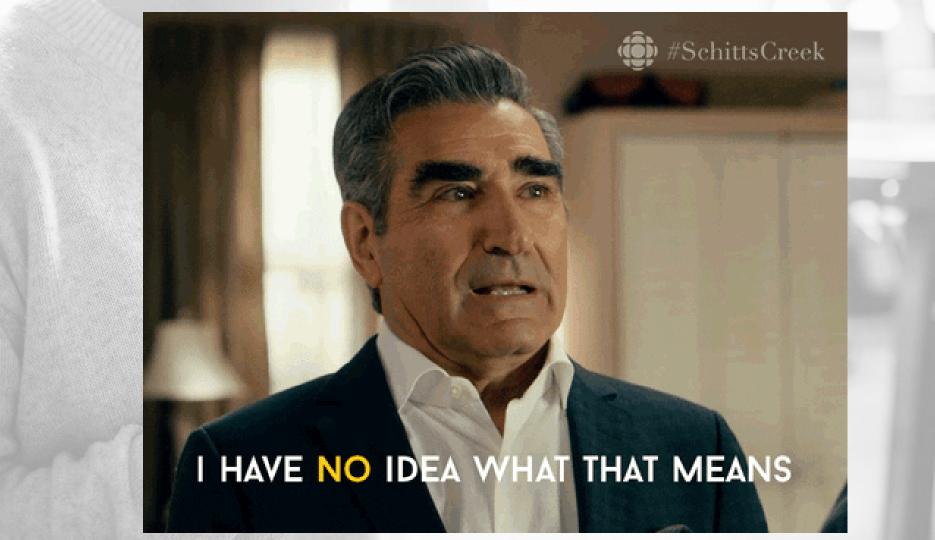
Medicaid's Dark Secret

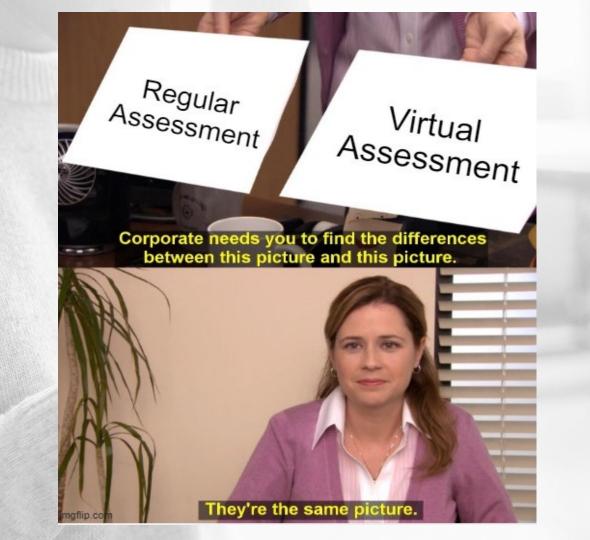
RACHEL CORRETT



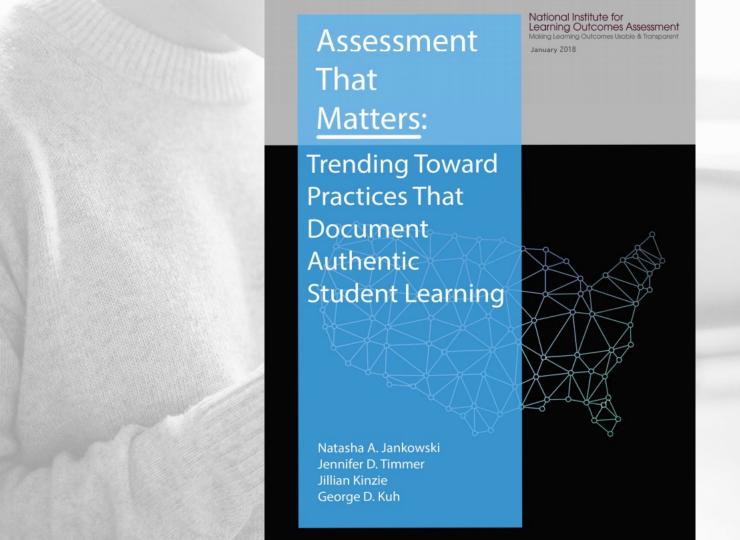




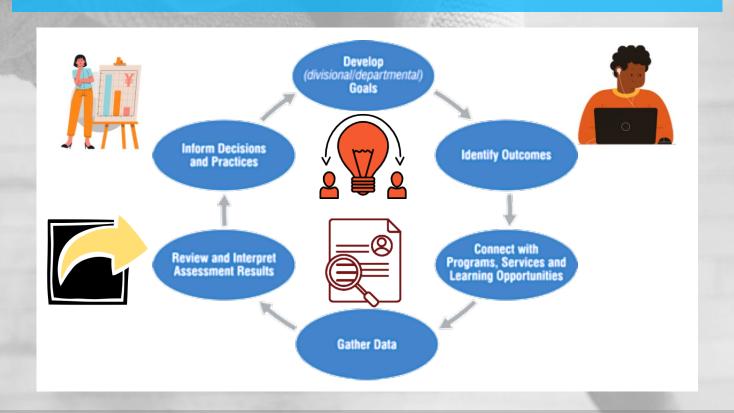




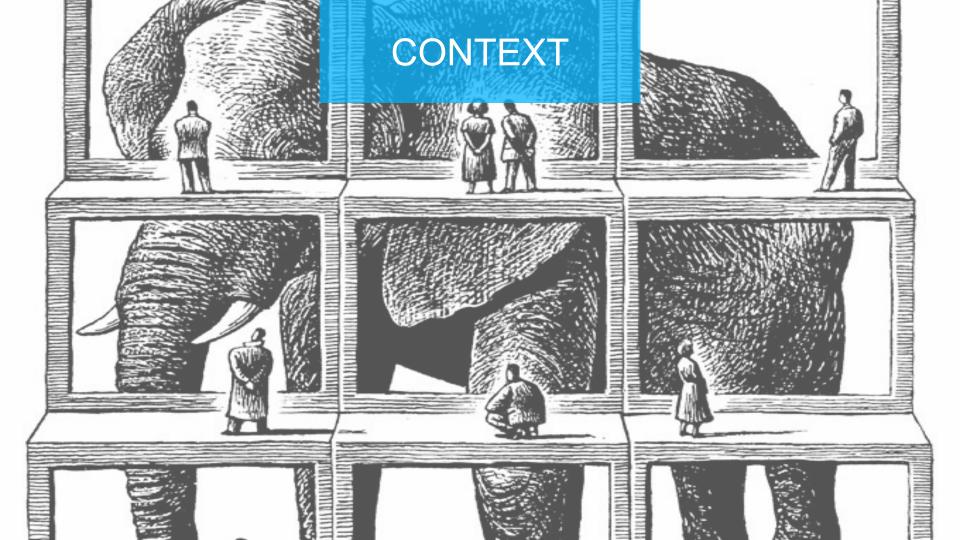




ASSESSMENT CYCLE

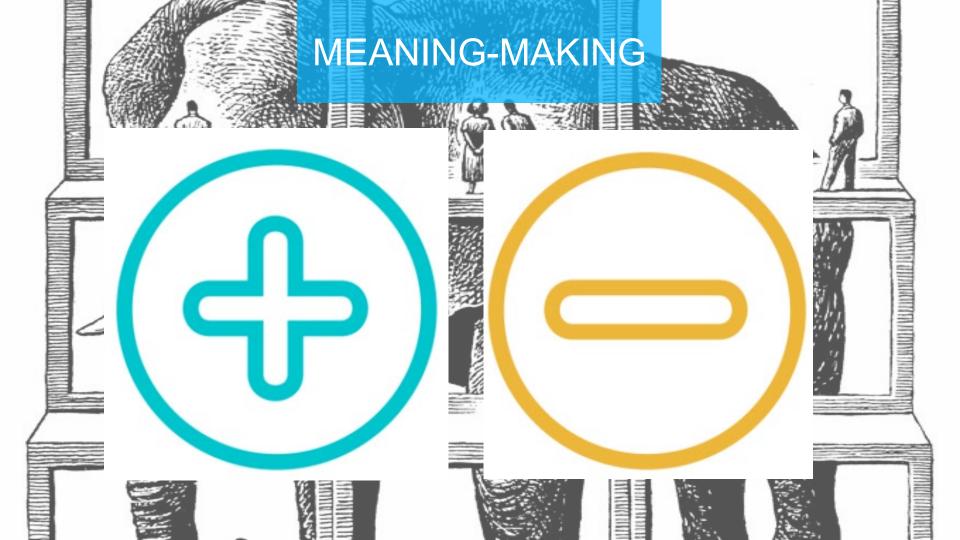


















AUTOMATIC AUDIENCES



ELEMENTS OF DATA STORYTELLING



From www.forbes.com: Data Storytelling: The Essential Data Science Skill Everyone Needs, 2016

WHEN WE COMBINE THEM



From www.forbes.com: Data Storytelling: The Essential Data Science Skill Everyone Needs, 2016

QUESTION FOR YOU...

Who is the immediate audience that you want to influence using social media?

A. Administrators

B. Faculty

C. Staff

D. Students

QUESTION FOR YOU...

With that audience in mind, what data story can you tell them to help them change their minds / behaviours?



WHAT IS MY STORY FOR?

- → Relating: I need to build trusting relationships with / among my audience.
- →Educating: I need my audience to change what they know / think / do.
- → Celebrating: I need my audience to feel pride and belonging.
- →Influencing: I need funding / resources / buy-in (a pitch)







5 TYPES OF SOCIAL CONTENT

- → Social Networking (Facebook, Twitter, LinkedIn)
- → Photo Sharing (Instagram, Pinterest)
- → Video Sharing (Youtube, Vimeo)
- →Interactive Media (Snapchat, TikTok, IG/FB stories)
- →Community/Blogging (Reddit, Tumblr)

CHECKING ALL THE BOXES













WHERE YOU MIGHT START





DO'S AND DON'TS

- →DO: Choose quality over quantity.
- →DO: Share content from others as well as your own and respond to questions (quickly).
- →DO: Design your content with a specific target audience in mind.
- →DON'T: Post the same content across multiple platforms.
- →DON'T: Join every platform tomorrow.





iked by laurenn.leeee and 120 others

OCTOBER 8, 2020

Add a comment...

I felt like I was doomed to fail and my life was completely outside of my control. But that piece of advice, combined with the kindness of a stranger, invigorated me. I realized that I had control over my own life, and it was too soon to give up.

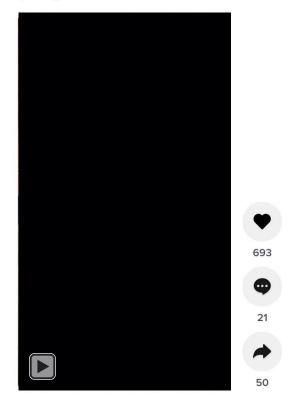




youbc UBC · 2020-10-28

It's been raining on us the entire year of 2020! So let's dance! #dance #iamubc #fusiondance #rainonme #fyp #raincouver #vancouver

original sound - UBC





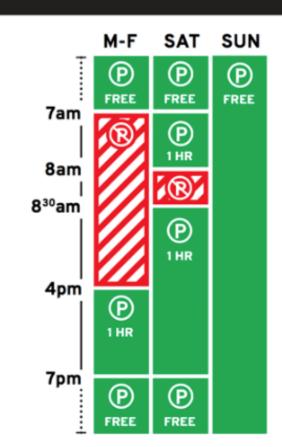
PRINCIPLES OF DESIGN





GOOD DESIGN DOES A JOB

PARKING SCHEDULE

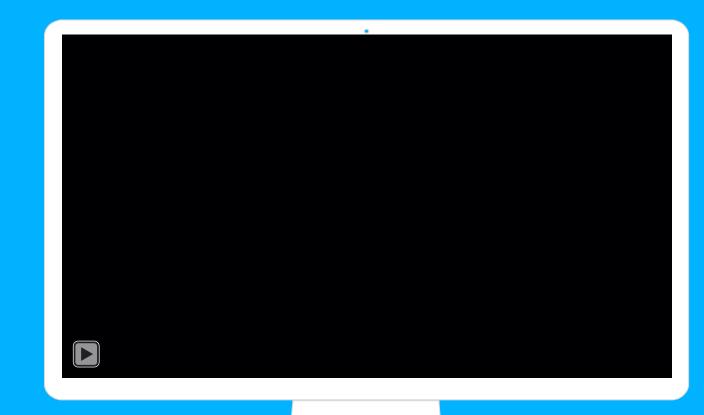


Remove to improve (the data-ink ratio)





SAMSUNG 840 EVO PROMO VIDEO, 2013



Dr. Cathy Olkin

Deputy Principal Investigator, NASA's Lucy Mission (A study of Jupiter's Trojan asteroids)





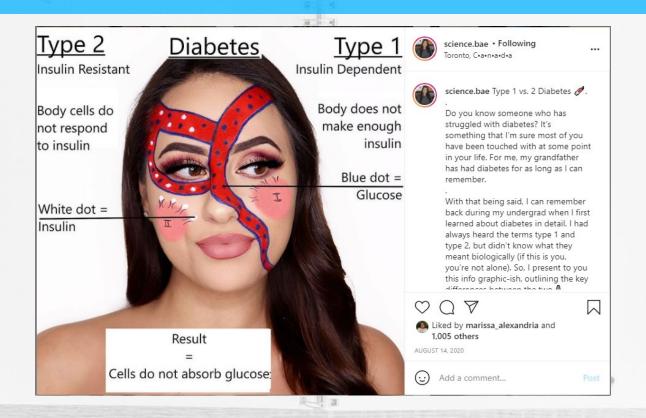
New Horizons

The composite of enhanced color images of Pluto (lower right) and Charon (upper left), taken by NASA's New Horizons spacecraft on July 14, 2015.





1. TRANSLATE YOUR DATA



2. CONTEXTUALIZE DATA

Ryerson University National College Health Assessment (NCHA) 2016 Data

17.8%

of Ryerson students reported that having concern for a troubled friend or family member has negatively impacted their academic performance in the last 12 months.

SHARP is made of a team of students dedicated to helping YOU develop lifelong skills for managing YOUR health and well-being.

Talk to a SHARP Ambassador today if you want advice or to refer that friend in need.

Monday - Thursday 10:30-2:30pm

POD 256-C TRSM Floor 7 (table) ENG main floor (booth by Tim Hortons)



Health Promotion Programs Student Health & Wellness

3. HUMANIZE DATA WITH

STORYMELLERS





4. USE SOCIAL MEDIA AS DATA

- →Analytics: Most platforms provide significant data – use what you have already!
- → Collect Content: Archive posts from public hashtags, mentions, geolocation, etc.
- → Analysis: Conduct coding, natural language processing, etc. to analyze trends in content.





Thank you!

You can find us at:

@lesley_dsouza ldsouz23@uwo.ca @joebookslevy jlevy2@nl.edu



RESOURCES & CREDITS

BC campus Indigenization Project -

https://bccampus.ca/projects/indigenization/

Canva – free stock images

Forbes: Data Storytelling (Brent Dykes) -

https://www.forbes.com/sites/brentdykes/2016/03/31/d

ata-storytelling-the-essential-data-science-skill-

everyone-needs/#73f2494f52ad

Khan Academy Pixar Storytelling -

https://www.khanacademy.org/humanities/hass-

storytelling/storytelling-pixar-in-a-box

NCHA Publications & Reports -

https://www.acha.org/NCHA/ACHA-

NCHA Data/Publications and Reports/NCHA/Data/R

eports ACHA-NCHAIIc.aspx



RESOURCES & CREDITS (cont.)

NILOA Reports -

https://www.learningoutcomesassessment.org/wpcontent/uploads/2019/02/2018SurveyReport.pdf Reddit -

https://www.reddit.com/r/oddlysatisfying/comments/8w andx/a perfectly flat floor designed to stop childre n/

The Moth - https://themoth.org/



RESOURCES & CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- → Presentation template by SlidesCarnival
- → Photographs by <u>Death to the Stock Photo</u> (<u>license</u>)