THE PUBLIC SECTOR
DATA STORYTELLING FRAMEWORK

Conceptualize

1 THE MOTIVATION
establish the „why"

What is your intention?
What do you want to achieve?

What will change because of your communication?

Which of your audiences' needs can be met?

2 KEY MESSAGE
boil down findings to one sentence

What is the critical piece of information the audience should understand and remember?

What should the audience then convey to their friends, co-workers, or superiors?

3 TARGET GROUP
identify the audience

Which person or group of people will be most affected by your communication?

Is it one person or a group of people – and what links them?

What level of numeracy and financial literacy can you expect from your audience?

What experiences, needs, hopes, and dreams do they have in common?

4 THE TONE
determine the mood

Is the key message a solemn word of warning or a cause for celebration?

Is the objective a general call for action or an urgent appeal?

What emotions would you like to convey? How do you want the target group to react?

What emotional associations does the target group have with the key message?

5 MEANS OF COMMUNICATION
consider mode of communication

Through which medium and channel can you reach your target group?

Which medium would tell your story best?

What resources do you have available?

6 DATA SELECTION
identify key figures

What figures will convey your key message?

How can you simplify the presentation of your numbers?

Would it help to visualize your data? If so, which type of visualization is most suitable?

7 STORY ARCHITECTURE
chuose structure of narrative

Is the key message best conveyed through a human being? If so, the hero's journey format might be best.

Is there a problem to be solved, and are there various possible scenarios? If so, the from-rags-to-riches format might be a good choice.

If neither of the above seems suitable, can the story follow a simple plotline?

Set the Basis

Choose Medium

8 WORKING WITH TEXT
write down and iterate

Is your wording clear and concise? Is your language appropriate for the target group's level of education and financial literacy?

Would it be easier to read if you formatted your text?

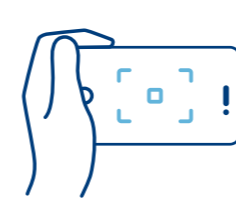What are the key visual aspects of your text? Are there any verbal sections you could replace with visualizations?

9 WORKING WITH VISUALIZATIONS
select type of visual

Are your data suitable for data visualization or an infographic?

In the case of more extensive datasets, what data visualization best illustrates the message?

In the case of small or qualitative datasets, what is the visual story of your infographic? What elements should it contain?

Are there any corporate identity specifications you must follow or include?

THE DATA
- Use reliable data only
- Avoid decimals and fractions
- Break down large numbers into smaller units
- Don't show workings out and calculations
- Use compound variables
- Add reference values
- Offer alternative ways of representation
- Be mindful of biases
- Provide a balanced view

THE NARRATIVE
- Explain your main finding in 60 seconds
- Reduce it to one sentence to get the key message
- Outline the content in a storyboard
- Choose a suitable story arc

Get the guide as e-doc

THE LANGUAGE
- Keep it short
- Use verbs for actions, nouns for facts, and adjectives for emotions
- Avoid technical terms and polysyllabic words
- Active instead of passive voice
- One paragraph, one basic idea
- Subheadings are the storyline
- Create a visual hierarchy to guide the reader

THE VISUALIZATION
- Use data visualization for big data sets
  - Tables help organize data
  - Graphs visualize relationships
- Deploy infographics for small or qualitative datasets to
  - provide an easy-to-understand overview of a topic
  - substitute language

1 Install the Artivive app
2 Scan the visuals with the Artivive app

FROM REPORTING TO COMMUNICATING

THE DATA
THE NARRATIVE
THE LANGUAGE
THE VISUALIZATION