

PRESENTING AND SHARING STORIES THAT COUNT

Everyone has a story.

DATAWISE LONDON TRAINING

Your name and...

What story have
you heard or seen
recently that
moved you, or you
enjoyed?
Why this story?





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Parsons**

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Programme Director



What we'll cover today



- ✓ Why and how storytelling can influence us
- ✓ Knowing your audience
- ✓ How to craft a compelling narrative
- ✓ Practical tips for social media
- ✓ Free (as far as possible) digital tools available to help

Agenda

10am

Welcome, polls and networking

10.15

Stories and decision-making

10.20

Who are you influencing and why?

10.45

Data Points of View and narratives

11.15

Break and networking

11.30

Creating and pitching your data story

12pm

Formats and tools

12.15

Social media sharing and tips

12.30

Close



Quick poll!





[The Power of Narratives in Decision Making](#)



Storytelling and Systems Change



Story has many different qualities that make it useful for the work of systems change. It's a direct route to our emotions, and therefore important to decision-making. It creates meaning out of patterns. It coheres to communities. It engenders empathy across difference. It enables the possibility to feel probable in ways our rational minds can't comprehend. When it comes to changing the values, mindsets, rules and goals of a system, the story is foundational.



[Using Story to Change Systems](#), Ella Saltmarshe, as featured in [Systems Change Narratives](#)



What is data storytelling?



Data storytelling is the blending of two worlds: hard data and human communication.

It's a compelling narrative crafted around and anchored by compelling data, used to guide decision-making, reveal an interesting trend, or provide valuable information to your audience



[Column 5 Media](#)



Example of this working

- ✓ [Young Urban Arts Foundation](#) (YUAF, London) uses its Outreach Media Bus to teach music production skills to youngsters who are at risk of being groomed into crime
- ✓ Their data showed that young people are most at risk of being groomed by gangs during the summer holidays
- ✓ CEO, who is also a DJ, approached artist RayBLK and Sony Music for a partnership project
- ✓ Story was picked up by Evening Standard



Example of this working

- ✓ 3Together Big Local Area (Yorkshire): a community consultation showed that the local community considers unemployment to be a major problem
- ✓ However, secondary data shows that employment is available in neighbouring towns
- ✓ Qualitative data showed that actually transport to jobs is the underlying issue
- ✓ This changed the narrative shared with funders, local authorities and other service providers to find solutions





GOAL AND AUDIENCE



**Who do you want to
influence and WHY?**

Know what you want to influence

- ✓ Specific policy?
- ✓ Change in the law?
- ✓ Better investment in an approach or programme?
- ✓ Perceptions or attitudes?
- ✓ What else?



Key meetings, summits or events

Budget cycles

Responding to a media story or sharing your own

Surveys and consultations

Start a timely digital campaign

What opportunities do you have to present and share?

The 9 London missions

[Overview paper](#)

[London Recovery Board - further information](#)

TALK London

[City Hall's online community](#). Have your say on big issues and help shape our plans and policies.



High Streets

How will our high streets be re-imagined for a future where everything a Londoner needs can be found on their doorstep.



Strong Communities

Ensuring all Londoners are equipped with the voice and tools to shape the recovery in their communities.



Digital Access for all

How do we enable all Londoners to have access to the digital skills and infrastructure to thrive.



A Green New Deal

London is a world leader for climate action this will be central to delivering a recovery that creates jobs and skills.



A Robust Safety Net

Ensure all Londoners receive the support they need to avoid or be lifted out of poverty.



Young People

A new deal that recognises the huge challenges that the pandemic has presented to London's young people.



Healthy Food and Weight

Helping Londoners with their weight through access to food to maintain a healthy lifestyle.



Good Work for Londoners

Enabling all Londoners to access education, training or a job opportunity.

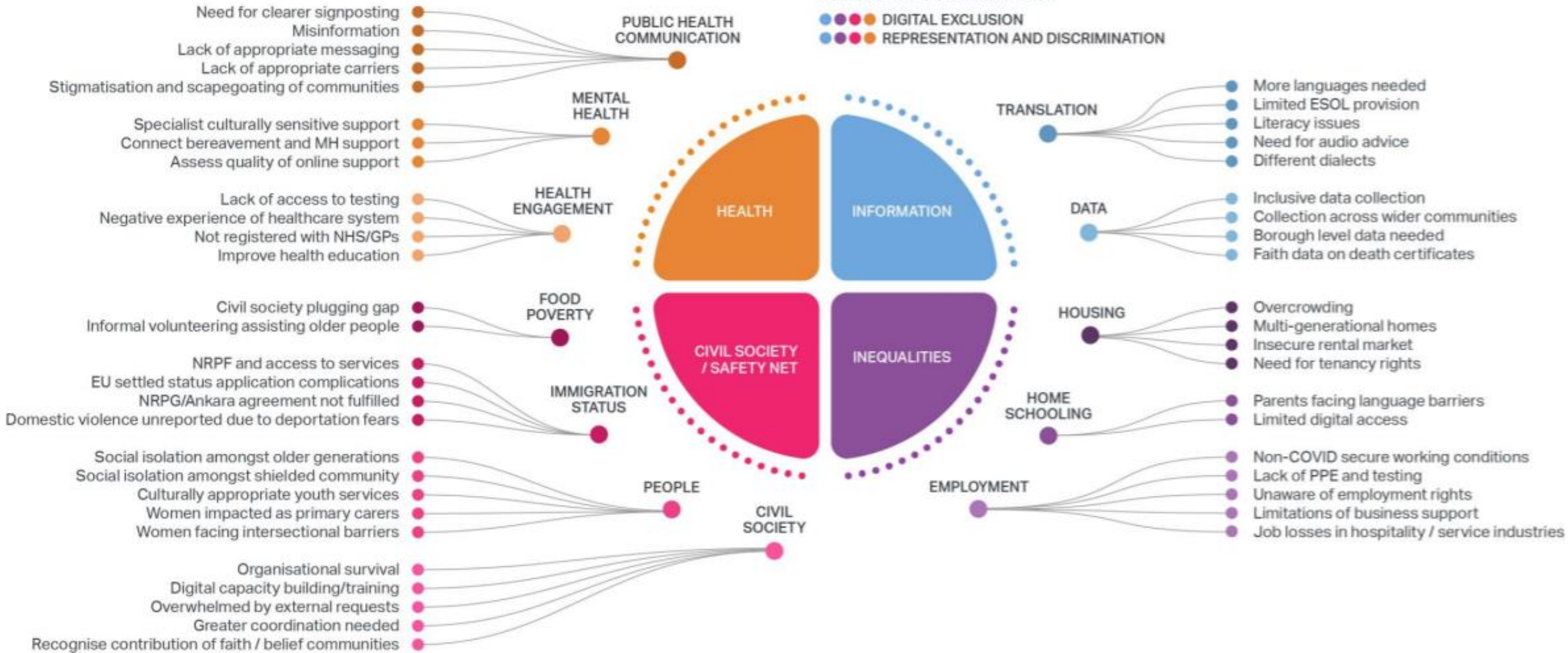


Mental Health & Wellbeing

Helping Londoners with their mental health and wellbeing so they can live healthier, happier, lives.

CROSS-CUTTING ISSUES

- ● ● ● DIGITAL EXCLUSION
- ● ● ● REPRESENTATION AND DISCRIMINATION



ACTIONS SO FAR

How has this data influenced our work and the work of others?

Translating Covid Guidance

Housing concerns connected to policy teams

Findings from the roundtables fed into public health analysis undertaken by the Health Team

Specific follow ups: East and South East Asian & Somali Communities

Initiating monthly Public Health Briefings

Informing programme design: Civic Futures and Community Led Recovery Programme



Know your decision-maker

- ✓ Specific policy maker
- ✓ Funder
- ✓ Think tanks or other institutions
- ✓ Government bodies
- ✓ Civil society/special interest groups
- ✓ Specific group within the public
- ✓ Who else?



Persona and / or user need
Think of an actual person or group you want to influence
For now focus on goals and what you know



PERSONA CANVAS FOR CHARITIES

Media Trust's Digital Marketing Toolkit has been designed specifically for small charities to develop an impactful and effective digital communications strategy. Each template represents a different stage of developing a digital marketing strategy and can be used individually or as a whole.

NAME Give your persona a first name. This will help you personalise the character and make it easier to refer to them in the future. <input type="text"/>	ROLE The persona may have different personal and professional roles, but this is the opportunity to capture the specific role they play for your charity. <input type="text"/>	FACTS List some basic demographic information. Age <input type="text"/> Gender <input type="text"/> Location <input type="text"/>	RELATIONSHIPS Who does this persona have in their lives? Think about family, friends and professional connections. <input type="text"/>
ACTIVITIES What do they do on a day-to-day basis? This could include work, hobbies and habits. <input type="text"/>	DIGITAL BEHAVIOUR Where can you find them online? List their preferred social media channels, news and shopping websites. <input type="text"/>	WIDER WORLD What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both. <input type="text"/>	FEELINGS How do they feel at this point in time? <input type="text"/>
DRIVES What is pushing them towards your charity? Aim for a maximum of three. 1 <input type="text"/> 2 <input type="text"/> 3 <input type="text"/>		GOALS What do they want to achieve through your organisation? Aim for a maximum of three. 1 <input type="text"/> 2 <input type="text"/> 3 <input type="text"/>	

Media Trust is a registered charity: 1042733





DATA POINT OF VIEW



**Crafting
messages to
share**

Form your Data Point of View

1. Express a point of view based on what your data is telling you
2. Clearly state the action that needs to be taken

Allocating funding for training, particularly digestible, sharable tried and tested methods that work for small charities could help them skill up their teams to cope with delivery during a pandemic

Deliver workshops with London funders to advocate for learning budgets and changing job roles



What's your data POV?

Use write your sentence on a Padlet – we'll give you a few minutes to think about it!

Don't worry if you haven't had a chance to analyse or explore your work yet. What would your hunch be?

Datawise London • 1m

Data Points of View - Key Messaging & Storytelling

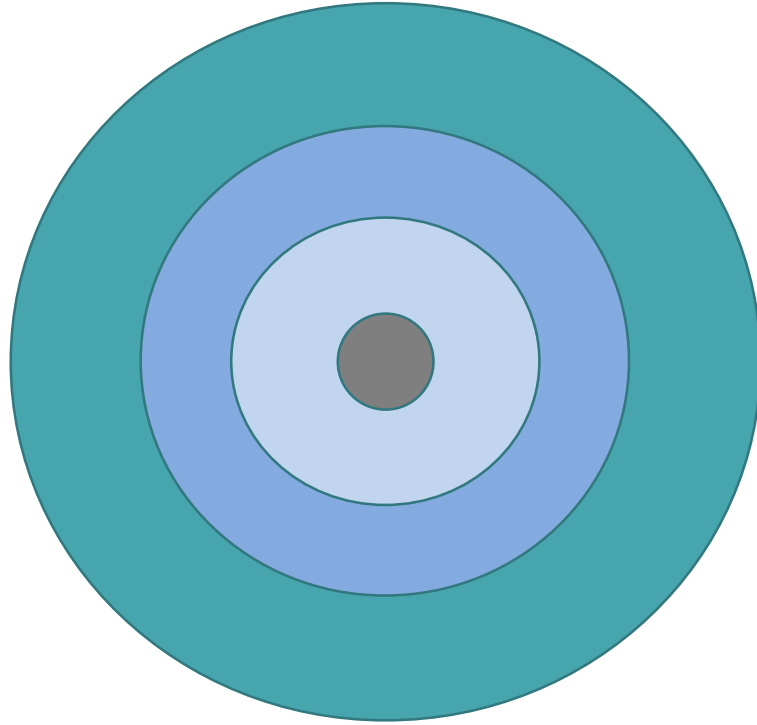
Made with good vibes



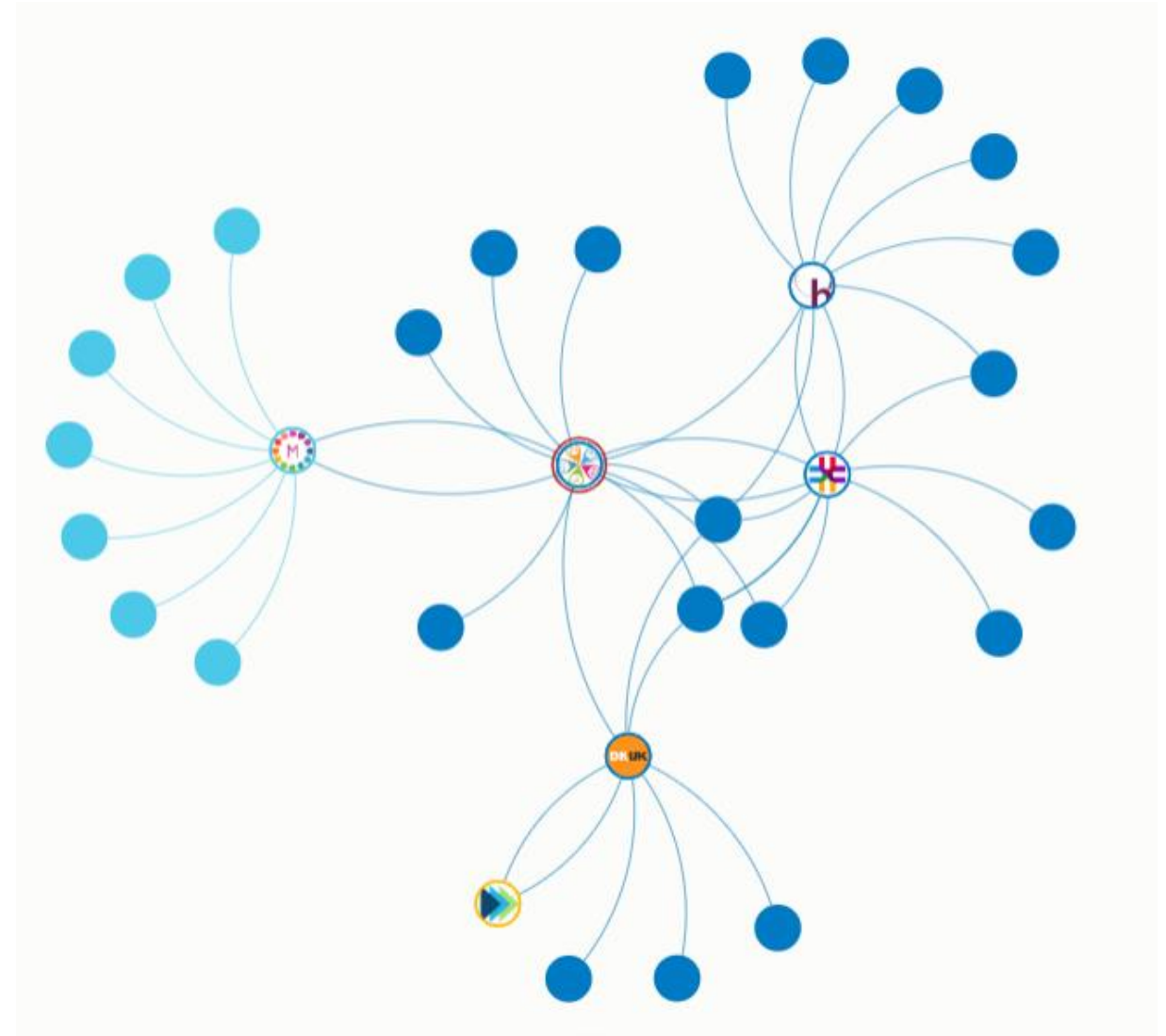
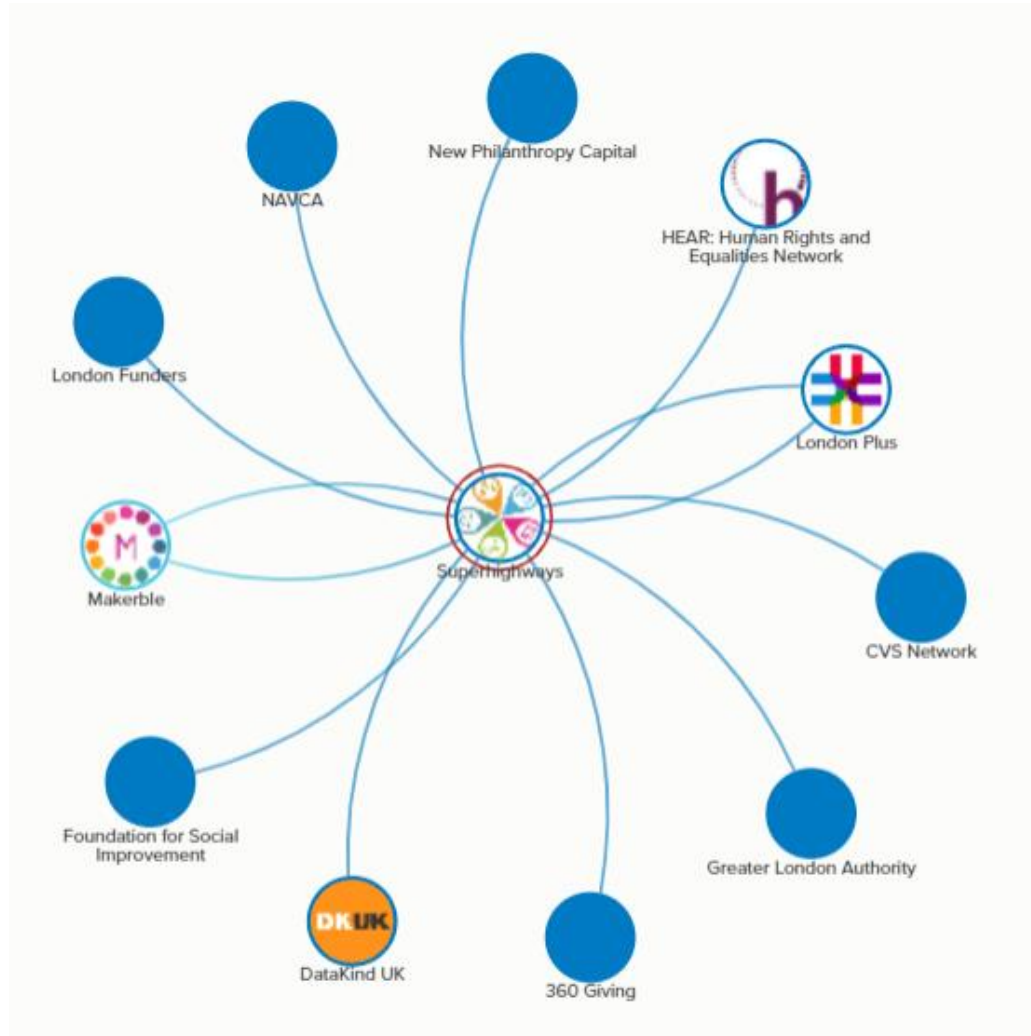
<https://padlet.com/BeMoreDatawise/jn011zqx9gohngpl>

Who's the best messenger?

(It's OK if it it's not you)



The power of networks



A couple of different approaches...

Narrative (tell a story):

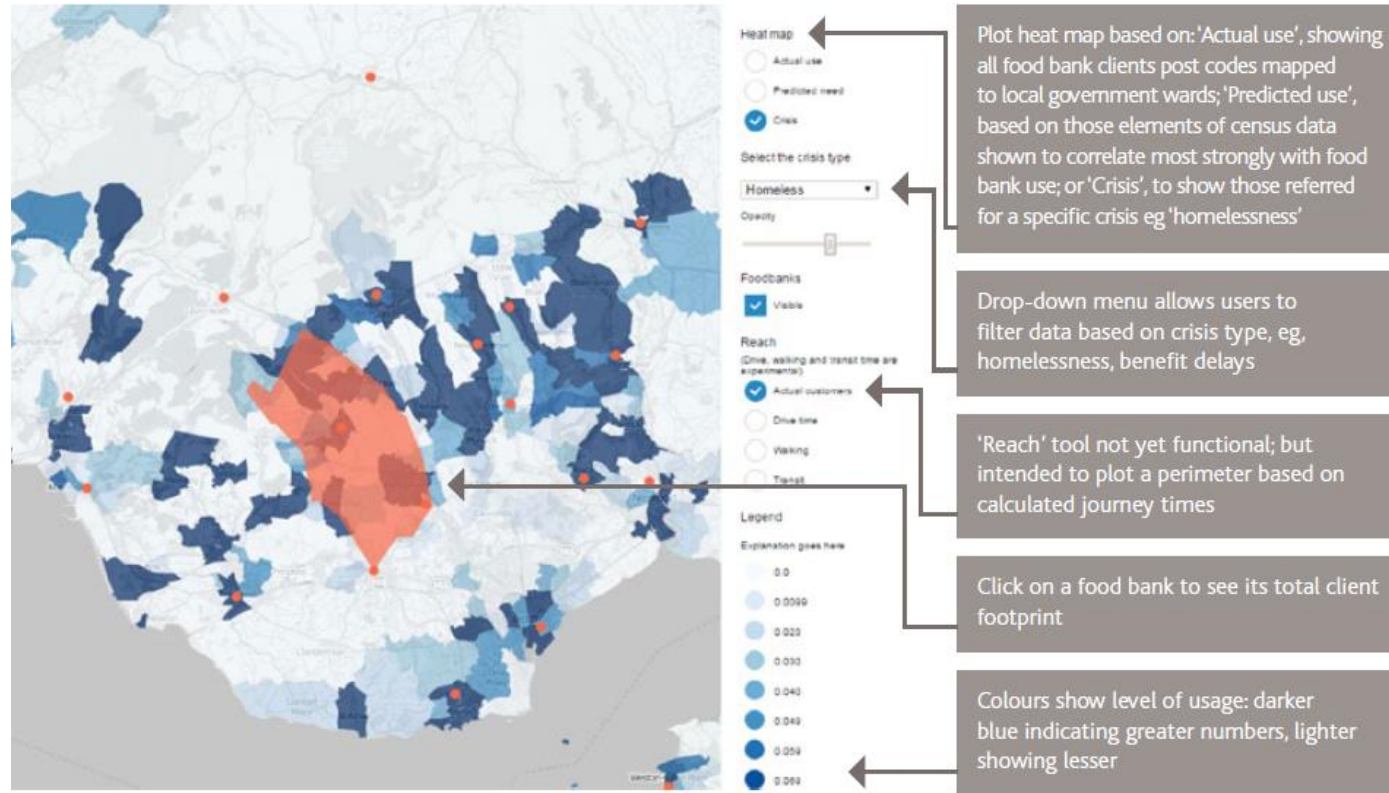
You guide your audience through a narrative to arrive at a specific conclusion.

Explorative (find a story):

You encourage your audience to explore your data to draw their own conclusions and focus on the stories most relevant to them.



Find a story – who's interested?



Better for internal use or external expert audience such as researchers, policy makers, possibly funders

The Trussell Trust Mapping Hunger tool

Annotations from NPC's [thinkNPC.org/8innovations](https://thinknpc.org/8innovations)

www.trusselltrust.org/wp-content/uploads/sites/2/2016/04/Mapping-Hunger-Report.pdf



Village Halls Domesday Book 2021

The record will help make the case for sustained funding and support for village halls which will be especially important as the country recovers from the coronavirus pandemic.



Ashreigney Village Hall

Devon

The recent Coronavirus Pandemic has really brought home how vital our Village Hall is to a small, rural...



Rode and District Memorial Hall

Somerset

The early years of the Hall are not clear but documents indicate that attempts to provide a village hall on...



<http://rodevillagehall.co.uk/>



Plantation Hall

Essex

Plantation Hall is owned and managed by Heybridge Parish Council. Prior to lock down the hall...



<https://www.heybridgeparishcouncil.gov.uk/about-plantation-hall/>



Abbotsley Village Hall

Cambridgeshire

Our village hall was once the village school and for the past 50 years, since the school closed, has provided a...



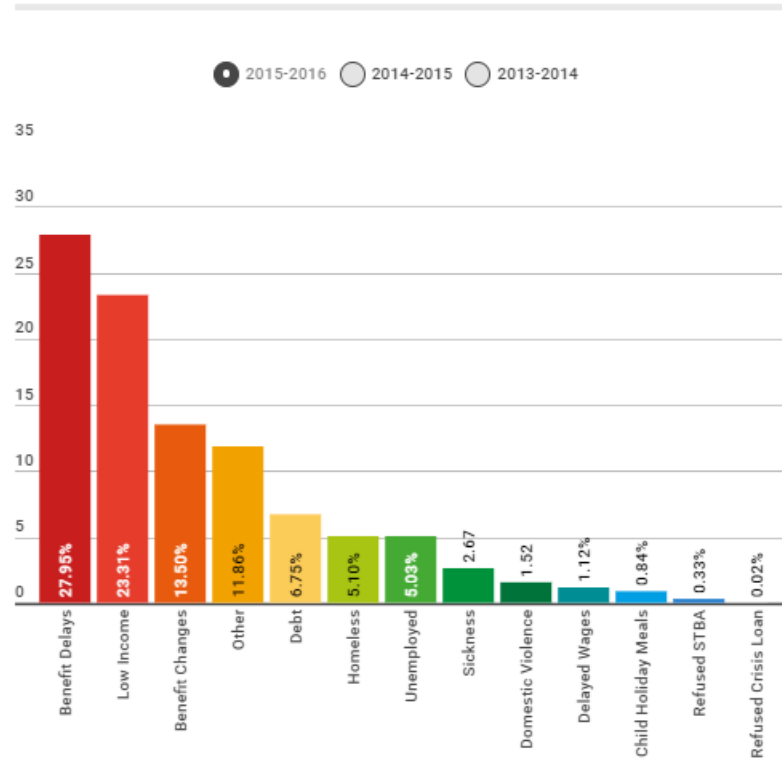
<https://www.abbotsleyvillagehall.org>

“The recent Coronavirus Pandemic has really brought home how vital our Village Hall is to a small, rural community such as ours. It is literally the “heart” of the Village.”



Tell a story – share data with others

Primary reasons for referral to Trussell Trust foodbanks



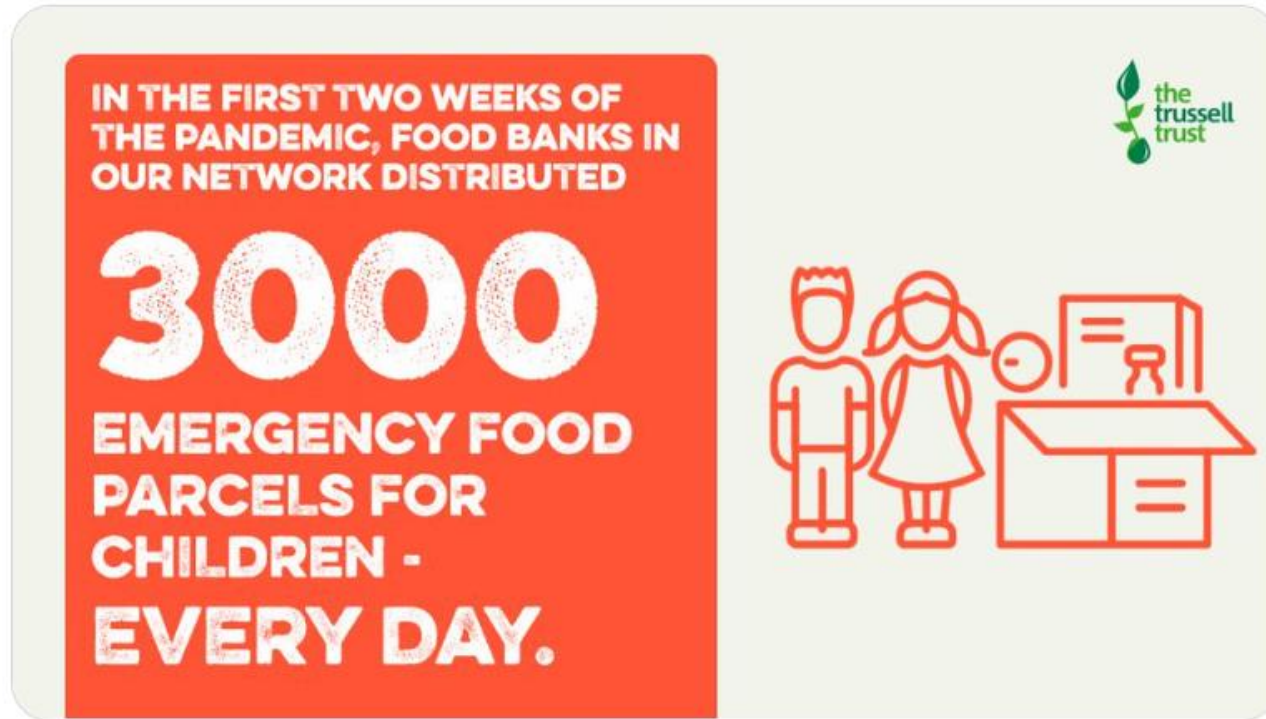
Journalists, campaigning and policy change groups

Some interested supporters/general public.

Simple comparisons can also be used internally to drive change



Tell a story – share data with others



General public,
beneficiaries and
donors



↻ 83

♥ 64



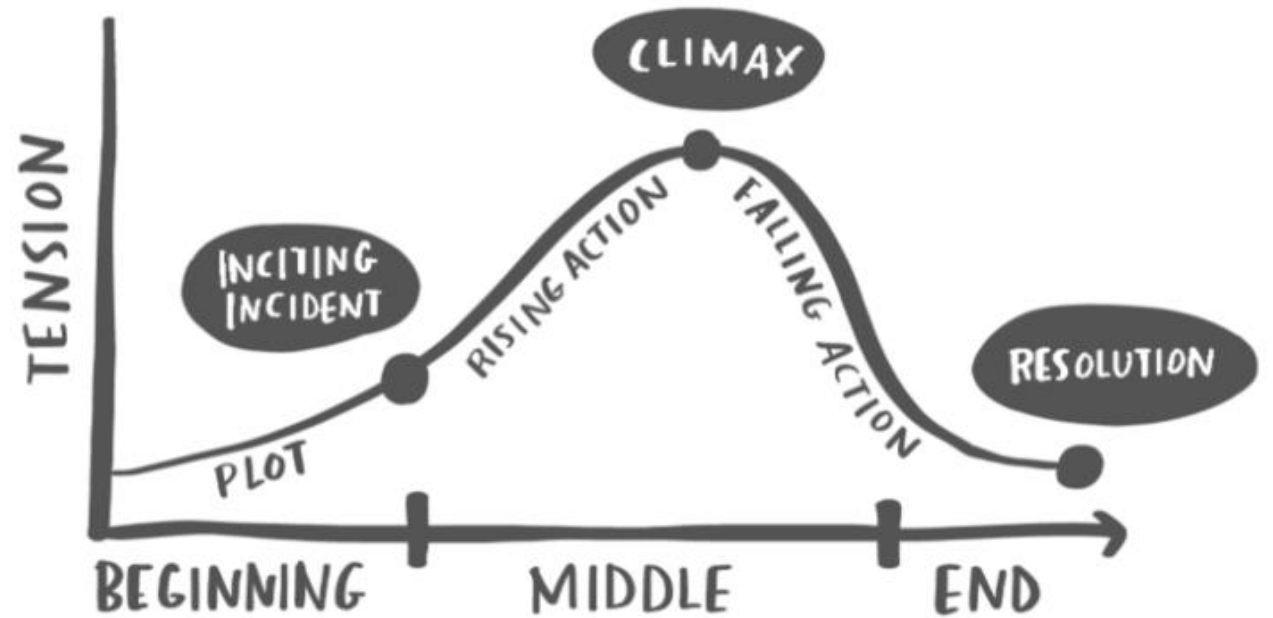
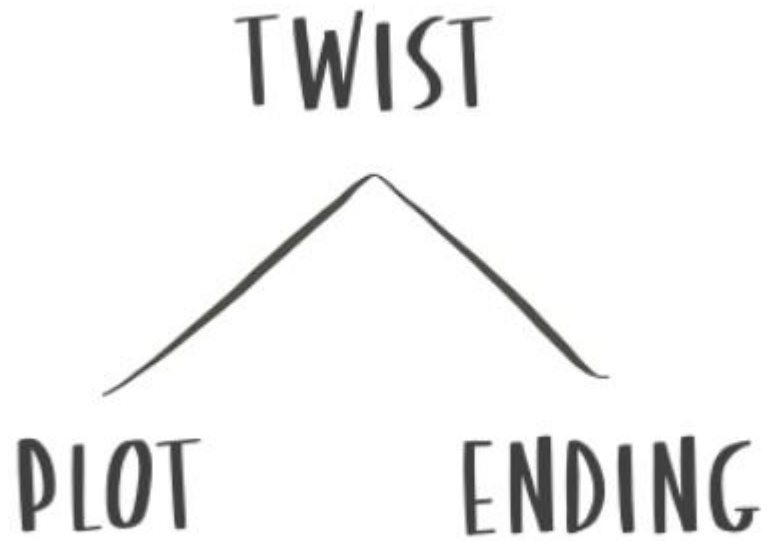


COMFORT BREAK

Storytelling essentials: creating a narrative



Storytelling structures



[Storytelling with Data](#)



Data storytelling three acts

Beginning

There is a problem or opportunity identified in the data

Middle

It's messy to proceed because the data presents problems and/or opportunities

End

The Data Point of View (POV) addresses the problem at its root, creating a solution with positive outcomes

Data Story: Explain Data and Inspire
Action Through Story by Nancy Duarte



Data story three acts example

Beginning (situation)

Participants on our 6 month training programme went through rapid digital transformation

Middle (Complication)

Participants are struggling with sharing knowledge to wider teams and shaping hybrid remote/face to face delivery. Additional challenge of cascading digital skills to communities.

End (Resolution)

Allocating funding for training, particularly digestible, sharable tried and tested methods that work for small charities could help them skill up their teams to cope with delivery during a pandemic

Deliver workshops with London funders to advocate for learning budgets and changing job roles



Not all stories work the same way – you need to use the right frame

“ Our economy creates powerful currents that can pull people into poverty, like low wages or increasing living costs. ”

[JRF Poverty Reframing Toolkit](#)

[The Frameworks Institute: Reframing 101](#)



My story to get here is all-too-familiar for families in England: my mum worked full-time, earning minimum wage to make sure we always had a good evening meal on the table.

But it was not enough.

The system was not built for families like mine to succeed, regardless of how hard my mum worked.

Marcus Rashford's open letter to MPs



What's your story?

You can also use our [Adobe Spark storytelling template](#) to start making some notes about your data story

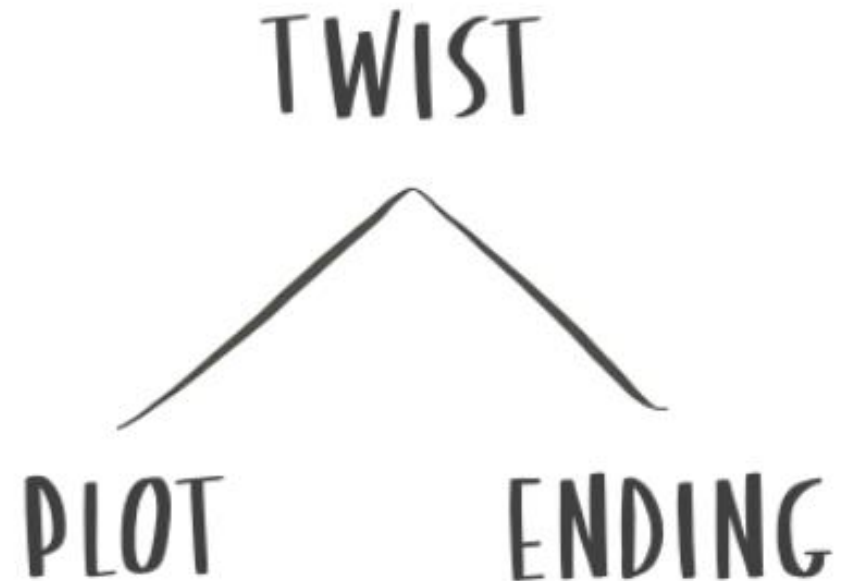
Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey				
Set up Tell us about your hero (es) and their world before the quest begins	Call to adventure What happens that causes your hero to undertake this quest	The challenge What trials or challenges are preventing your hero reaching their goal?	The Climax Show how your hero over comes obstacles and reaches their goal – with your help!	Resolution How is the world better now? How does your hero feel now?
				Call to action Are you looking for more heroes? Or do you need funds for more quests?

Promote an idea				
Setting Describe the world today. What's the setting or context for your story? Or show who you are helping.	Problem What problem does the audience – or who you are helping – struggle with today?	What could be? Describe a better world where this problem doesn't exist.	Solution or idea Share your idea, product or service and show how it will solve the problem.	Reward How will your audience's or beneficiary's life improve after your solution becomes a reality?
				How you can help What's the first thing the audience should do to make this positive change happen?

What's your story?

Start making some notes about your data story in your Padlet post, using the three act structure.




FORMATS

(depending on goal / audience)

- ✓ Slide deck
 - ✓ 1 pager description
 - ✓ Blog posts
 - ✓ Webpage or sub-site
 - ✓ Report
 - ✓ Briefing paper
 - ✓ Newsletter
 - ✓ Petition
 - ✓ Social media posts
- ...to name a few



Presentations

 Small Charity Impact

[Edit](#) [Analytics](#) Total plays: 12

Man & Boy: a positive story of impact

26 Sept 2018, 16:58



Subscribe

 Apple Podcasts  RSS

Next



Man & Boy: issues and challenges

Top Episodes



Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact

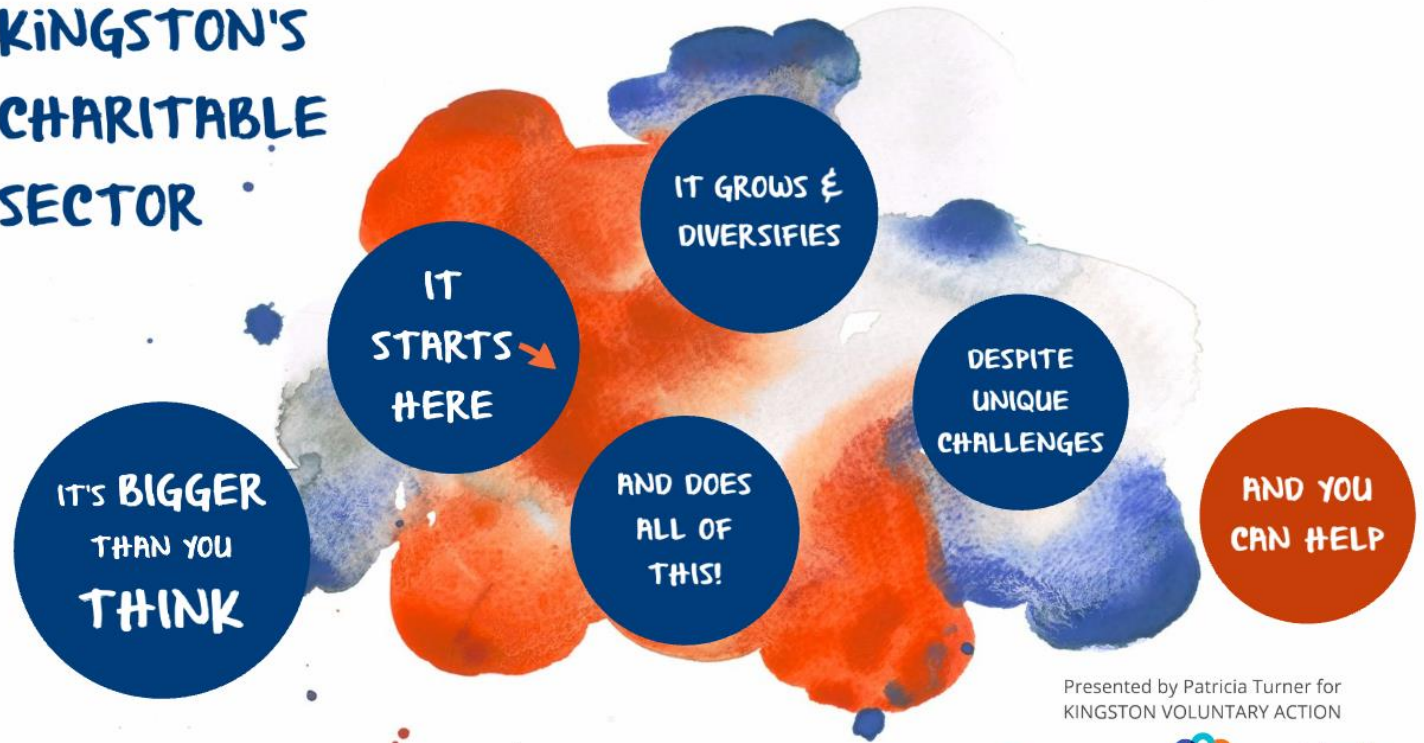


Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



Hannah Craig on supporting mental health of SEN children by Small Charity Impact

KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



Designed by  superhighways



Story mapping

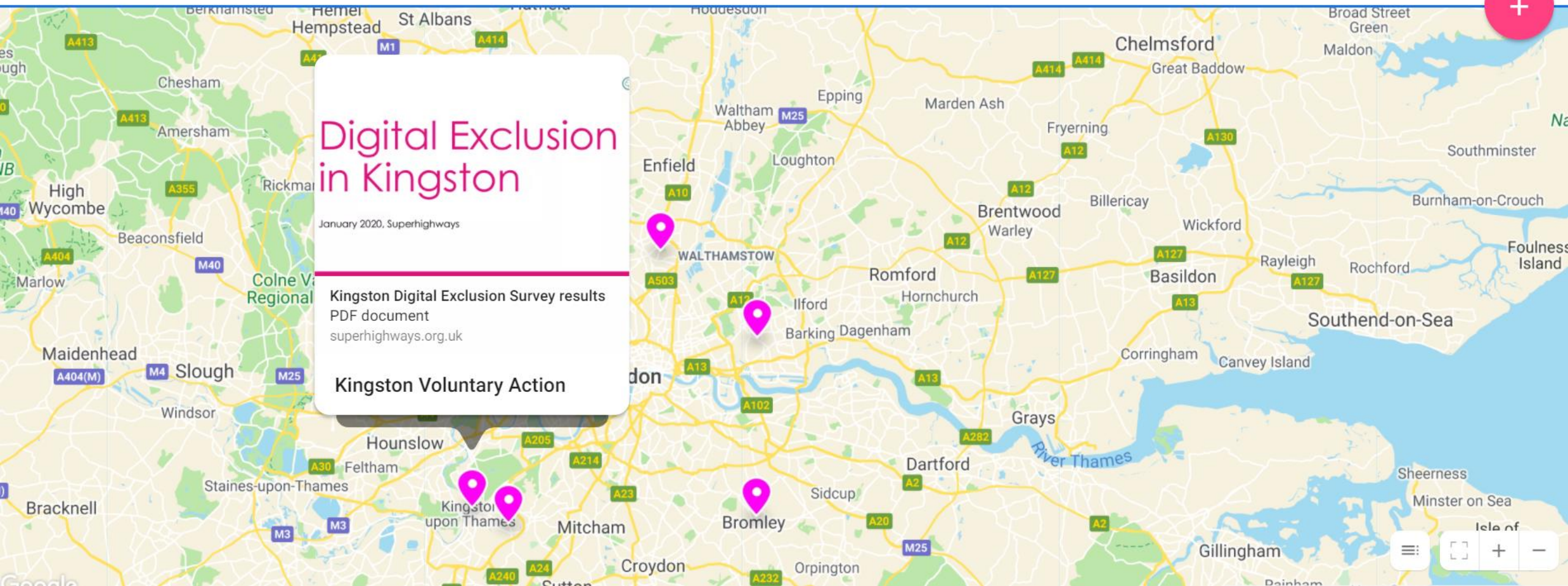
padlet

♡ REMAKE ↗ SHARE ⚙️ ... 🌐

👤 katewhite71 + 1 • 1m

Digital Exclusion - London Stories

Collecting stories of digital exclusion from the voluntary and community sector



Long form – events, campaigns, reports & sub sites!

wakelet

Save, organize and tell stories with content from around the web

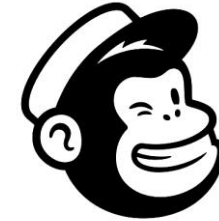
Sign up for free

Create a quick collection

It's a tool to turn many links into one
No sign up needed



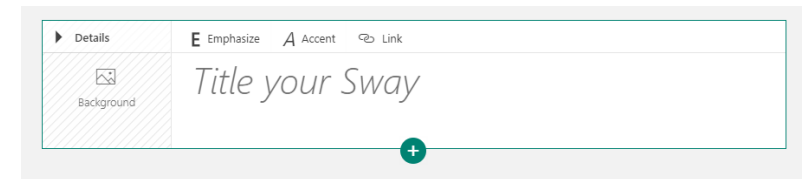
Spark Page



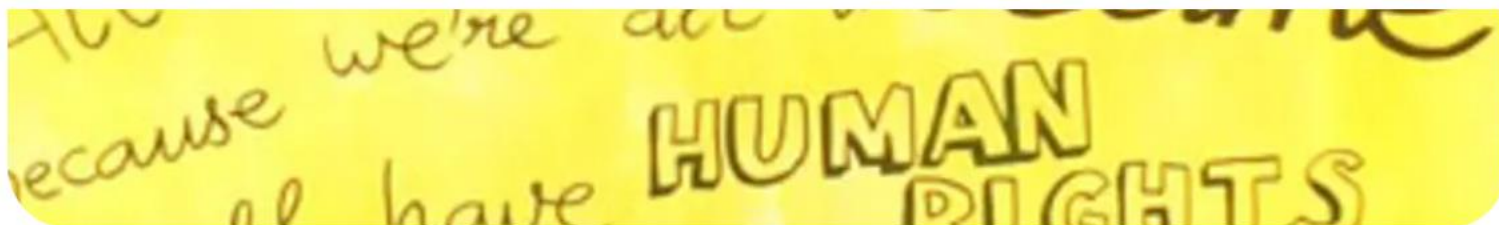
mailchimp



issuu




 Created by **saramillocco** • Follow



Refugee Week 2020

45 items

 Refugee stories of resilience, creativity, sport and their contribution during lockdown and pandemic



Need help?



How Superhighways helped people
#Try1Thing in Get Online Week 2018

Supporting Kingston's carers with



Example of a sub-site



Data Evidence Lived experience Follow us

Data, evidence and lived experience

How we use data, evidence and insights into people's lived experiences to guide our work on complex urban health issues.



TOOLS

Infographics & charts



Create infographics, charts, reports and social media posts with **Canva**. Canva for Work upgrade is free for charities.



Choose from a range of **Piktochart** templates and icons to visually present your data. Charity discount.



Infogram lets you create infographics and interactive online charts. Basic free account available.

Curating stories



Wakelet lets you curate social media and other content from multiple platforms to tell the story of your work.



An Office 365 App - use **Sway** to create online reports or presentations with a range of multimedia and interactivity.



Drag and drop blocks of images, video, sound, maps, embedded data & more to create a simple website story with **Adobe Spark**.

A list of [free apps and online tools](#) to help you create summaries, visuals and more





SOCIAL MEDIA TIPS

**Plus what's
worked for
you so far?**



Your experiences

What's worked for you on social media?

e.g.

- ✓ approaches
- ✓ tools for creating content
- ✓ specific features
- ✓ audience behaviour



Build and maintain relationships

Build a community by increasing people's levels of engagement over time

The supporter journey

RAISE AWARENESS

People start to learn and care about your mission

ACTIVATE SUPPORTERS

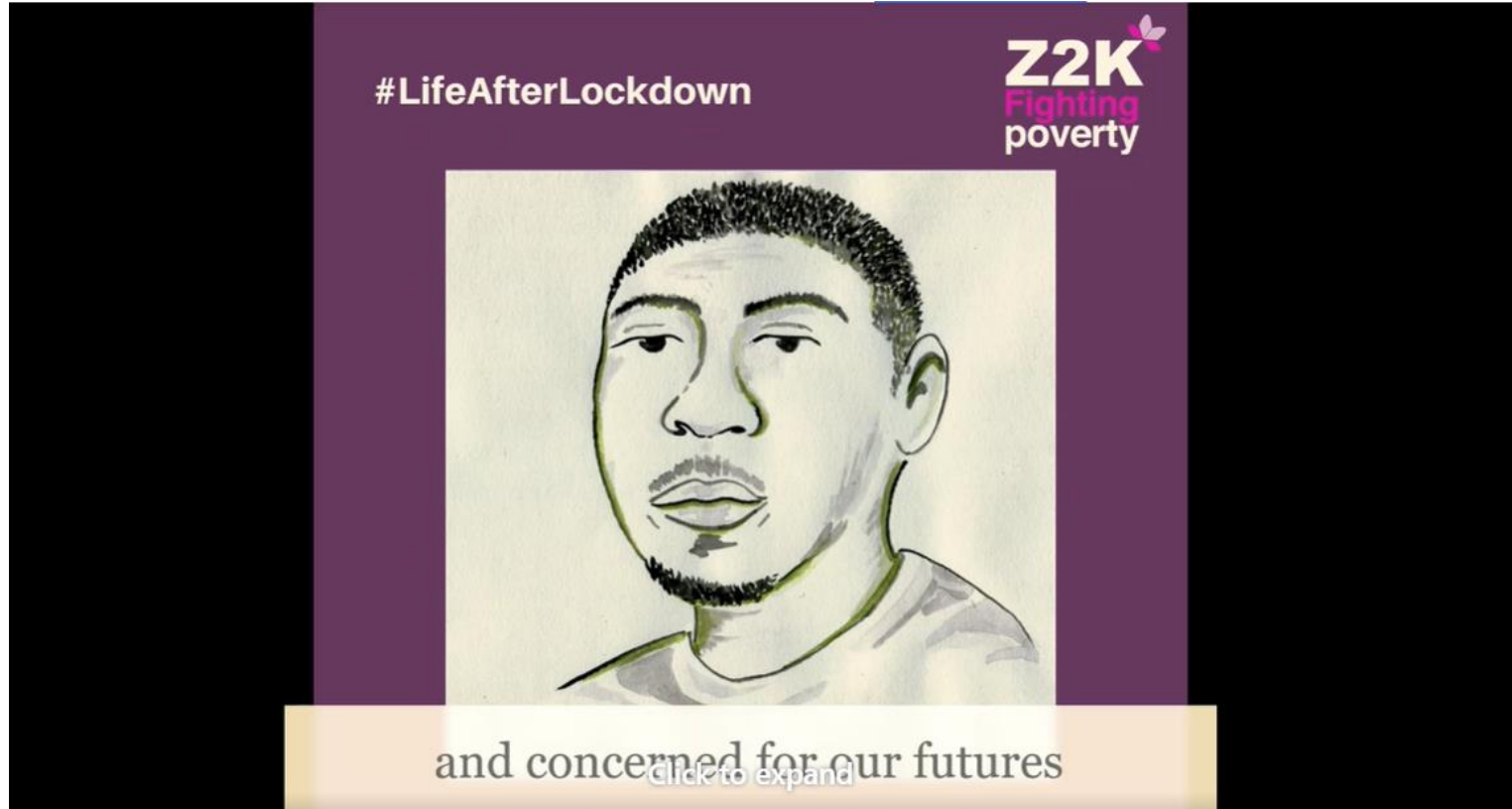
People start to share, pledge or take action when you ask them

RAISE FUNDS / TAKE SIGNIFICANT ACTION

People contribute to your organisation's growth and engage their friends / people they know.



Share your findings and asks



Z2K

July 20, 2020 · 🌐

In the wake of #Covid19, urgent changes are needed to our social security and private rented housing systems so that everyone has a safe place to live and enough money to live on. #LifeAfterLockdown cannot just be a return to normal.

Combining what the people involved in our #LifeAfterLockdown project have told us with evidence from our casework, these are the key changes that we would like to see made to the #PrivateRentedSector and #UniversalCredit:

- ✓ Licensing schemes that ensure properties have to be of a certain standard
- ✓ #HousingBenefit to be increased to cover median rents, and the #BenefitCap removed
- ✓ The introduction of deposit 'passporting' so people are able to move when they wish
- ✓ The £20 uplift to #UniversalCredit maintained beyond March

See Less

Suggested



Lead them to detail or actions

Their views

The people involved in this project have shared their views on where the Social Security and housing systems are failing to adequately support people.

[Hear their views](#) →



Policy demands

Combining what the people involved in this project have told us with evidence from our casework, these are the key changes that we would like to see made to the Private Rented Sector and Universal Credit, so that they adequately support everyone in #LifeAfterLockdown.

[Read more](#) →



Show the direct causal link between people's stories and policy asks



Give people the tools to share & engage

Refuge @RefugeCharity · Jan 11
Put your Zoom background to work!

If you're chatting with work colleagues and family this week using our [#BackgroundOfSupport](#) – modelled here by our amazing patron [#OliviaColman](#) – could help support survivors of [#DomesticAbuse](#). bit.ly/3g6M3Nf

1.6 million women experience domestic abuse every year. That's 3 for every minute you're on this call.
#BACKGROUNDOF SUPPORT

Refuge
Against domestic violence
Registered charity number 277434

669 views 0:06 / 0:47

9 26

- ✓ Image templates
- ✓ Copy for posts
- ✓ Link to the collection / summary
- ✓ Polls / questions





Give power to your people if you can

How can your storytellers get involved in taking part further?

Or be a part of the conversation about your findings?





FoodCycle

February 17 at 2:51pm · 🌐

These likely lads each weigh 1.2 tonnes! And that's exactly what we saved in #foodwaste last week!! Thank you to all our brilliant #Hubs ❤️

1.2 tonnes

(that's the same weight as one of these beauties)



👍 Like

💬 Comment

➦ Share

👍 15

How can you make your information easier/relatable? E.g. Humans aren't good at understanding scale of numbers



—
**Any
questions?**

**QUESTIONS
ANSWERED
HERE
EVEN THE
SILLY ONES**

Becoming more datawise

- ✓ Complete our session evaluation
- ✓ Book a 1:1 with Datawise London
- ✓ Sign up to our [eNews](#)



Further resources

- ✓ [Supporting Charities to Influence](#): Lloyds Bank Foundation useful resources
- ✓ [Shifting the power](#): a toolkit for journalists and communicators, On Our Radar
- ✓ [Better Stories](#): How to support people with first-hand experience to do great media interviews, On Road Media guide
- ✓ [Create scroll stopping social media using psychology](#) recording from Impact Aloud by Digital Firefly
- ✓ [Mindful Messaging](#), toolkit by Spitfire Strategies
- ✓ [Storytelling for Change: Improve your public speaking](#) by uncovering and communicating your personal story 8 week free training programme starts in June





Thank you for listening

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