

Infographics

The WHAT, WHY, and HOW

Rachel Hart

@GeorgiaGovTeam

GEORGIA GOV

Search for items, agencies, news

About Georgia Agencies Blog Cities & Counties Elected Officials Popular Topics

Home > This Week in GeorgiaGov

This Week in GeorgiaGov

Facts About Adoption [Infographic]
 May 24, 2016
 Thousands of children in Georgia are waiting for their new families to find them. You can help! Learn about adoption in Georgia.
[Read More >](#)

2016 Days of Remembrance: Commemorating Holocaust Victims and Survivors
 May 19, 2016
 On May 6, 2016, the Georgia Commission on the Holocaust hosted the Days of

Select A Topic

- All -
- 2016 Legislative Session
- Abuse & Violence
- Adoption
- Agencies
- Agriculture
- Animals
- Assistance for Needy Families
- Bicycling

georgia.gov

Page Messages Notifications Insights Publishing Tools Settings Help

GEORGIA GOV
 georgia.gov
 Government Organization

10,124 Fans
 886 Post Engagements
 1 Recent Post
 2 of 0 Facebook Live
 3 Hours Recently Shared

Government Organization

Search for posts on this page

84% responded yes, 14% not responded and 2% no answer to the survey

5,223 likes · 100 new likes
 John Taylor and 11 others liked this post.

12,134 went back to see

See Page First

georgia.gov
 Founded in 1968 · 100 · 100

Home Messages Notifications Messages

GEORGIA GOV

8,258 Followers
 522 Tweets

GeorgiaGov
 @georgiagov

Online access to Georgia government. This page is moderated by @georgiagovteam. Links to Facebook & endorsements: @GaGovAgapan

Atlanta, GA
 @georgia.gov

Tweets

GeorgiaGov
 Georgia re...
 Law passed @GaGov &...

Thanks to...
 Dog Ownership 12.07.2

The Responsible Dog Ownership Law, passed in 2012 legislative session, holds owners more accountable

Who to follow

- Wilcox County Chamber of Commerce
- David Green
- Father Shovel PRO

Linked in

State of Georgia
 Government Administration
 19,004 employees

7,344 followers

Georgia has a rich and exciting history that spans almost 300 years. Settled in 1733 by James Oglethorpe, Georgia was the first of the 13 colonies. Georgia has grown and prospered ever since.

Some highlights in Georgia business include:

- Port of Savannah International Airport, home of Delta
- GM
- Home Depot
- Coca-Cola

Georgia's capital, Atlanta, was the home of the 1996 Summer Olympics.

With about 200,000 teachers and state employees, the Georgia government provides a lot of options. Georgia offers health, transportation, education, environment and more.

Help recruiters find you

Members with a position get 3 times more profile views

Update your profile

People Also Viewed

#GAGOVTalks

@GeorgiaGovTeam

Starting a Business?

Build 1 of 3 Popular Structures.

Sole Proprietorship

Quick and simple way for a single owner to start a business.

one owner

Advantages

Easy to Start

Low Start-Up Costs

Generate Capital through Share of Stocks

Individual's and business's finances are not connected

Get started

1 Choose

3 File F of Su

TWITTER IN THE GOVERNMENT

Senate Press Office Tweets 2016 Legislative Session

CONTE



WRITEN



AUDIEN



DRIVING THROUGH BLACK ICE

HOW DOES IT OCCUR?

air is 32°

typically f

Symptoms:

- headaches
- runny/stuffy nose
- cough
- sore throat
- fever
- fatigue
- body aches

FLU FACTS

Tips for Staying Healthy this Season



FACTS ABOUT ADOPTION IN GEORGIA

the social and legal process that gives adopted children some rights as those born into the family

NUMBERS

12,276

843

4-10

WHAT

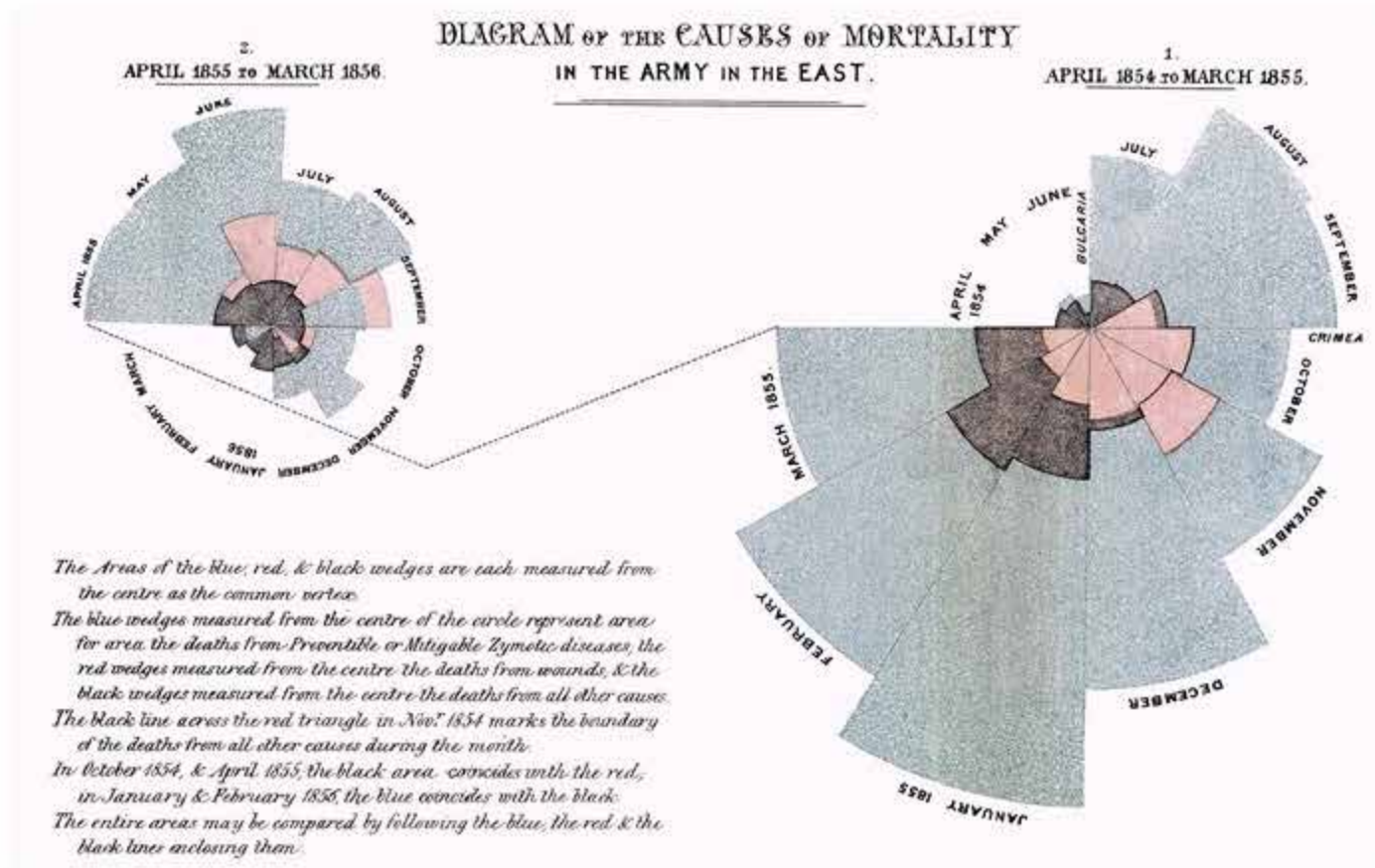
WHAT are INFOGRAPHICS?

A visualisation of data or ideas that tries to convey complex information to an audience in a manner that can be quickly consumed and easily understood.
(Mark Smiciklas)

30,000 BC - Cave Paintings



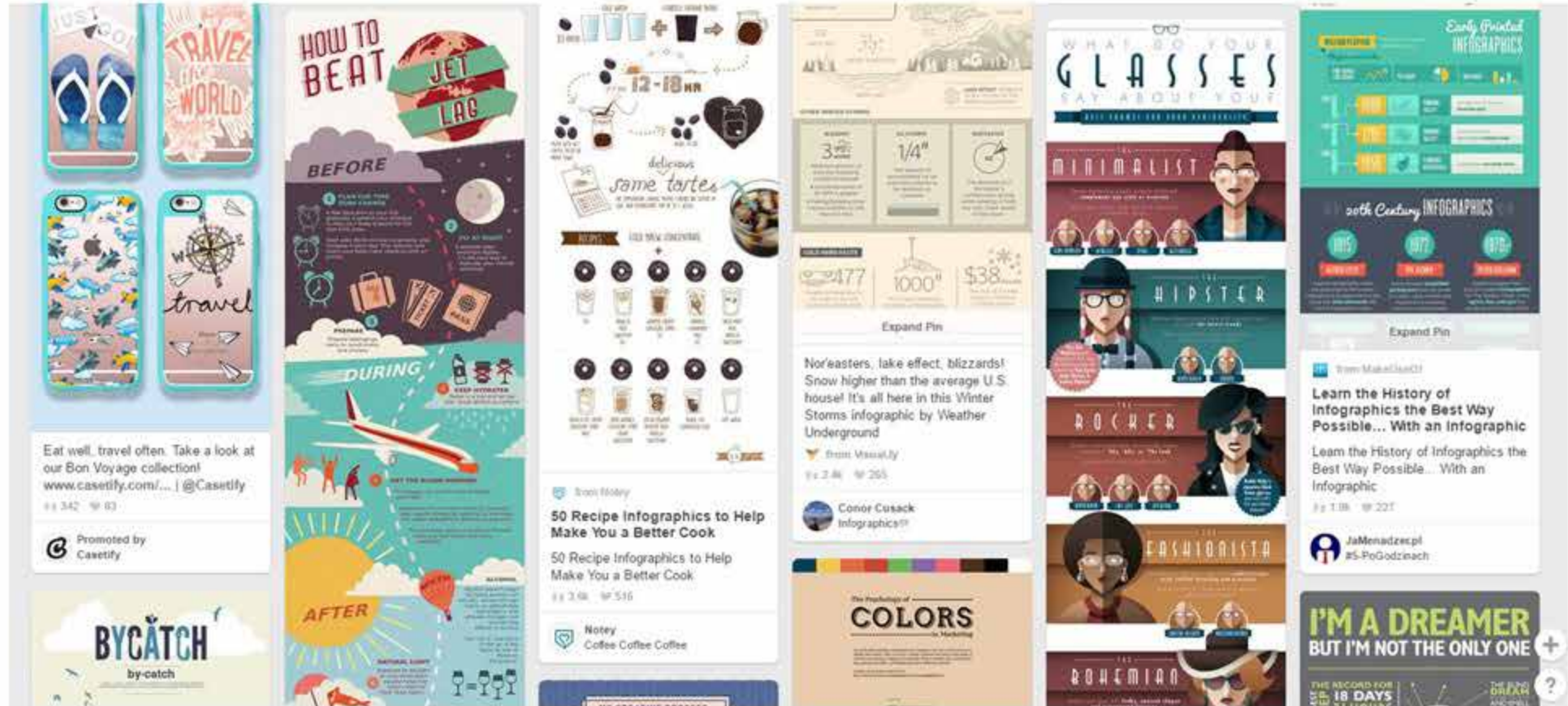
1850s - Florence Nightingale



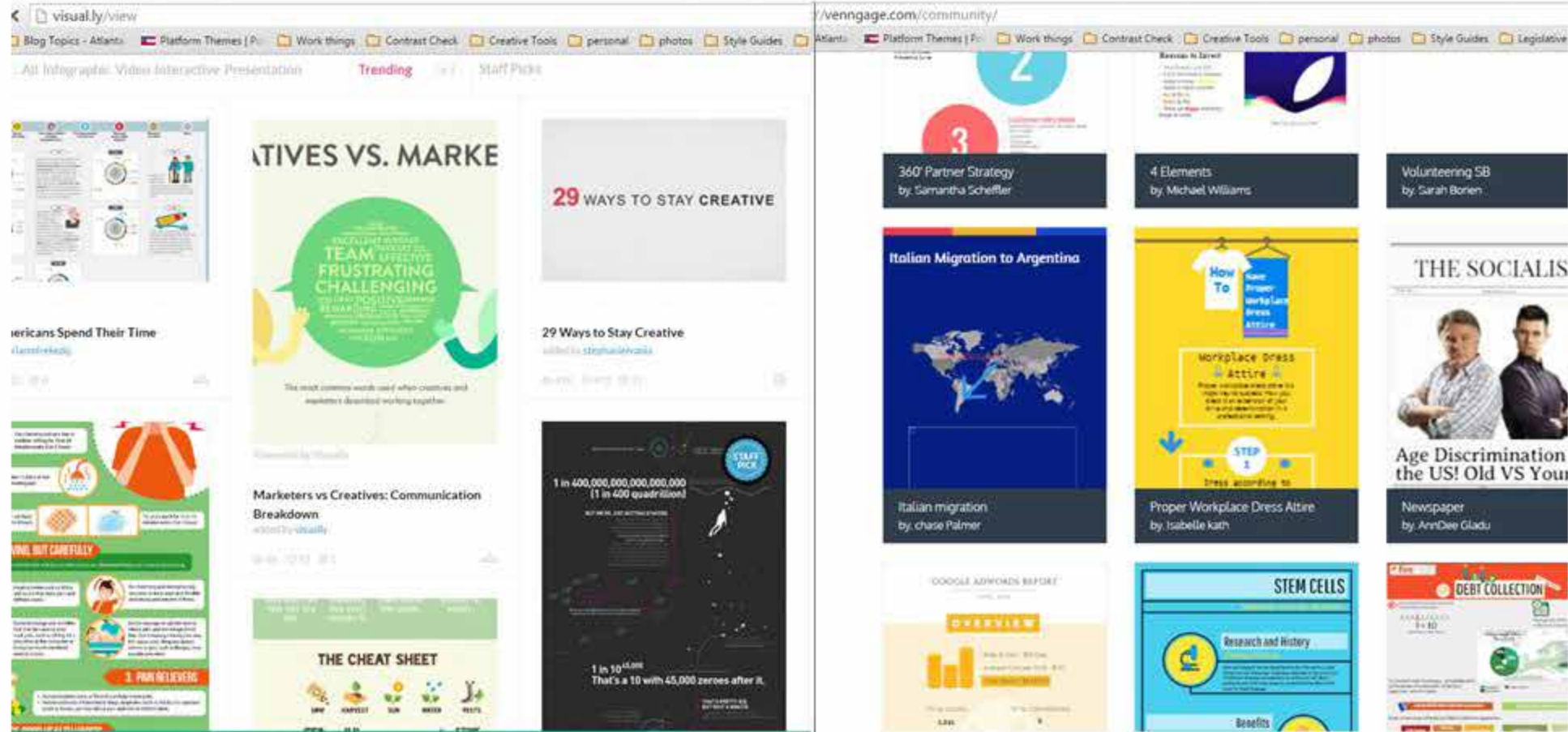
1972 - Otl Aicher, Munich Olympics



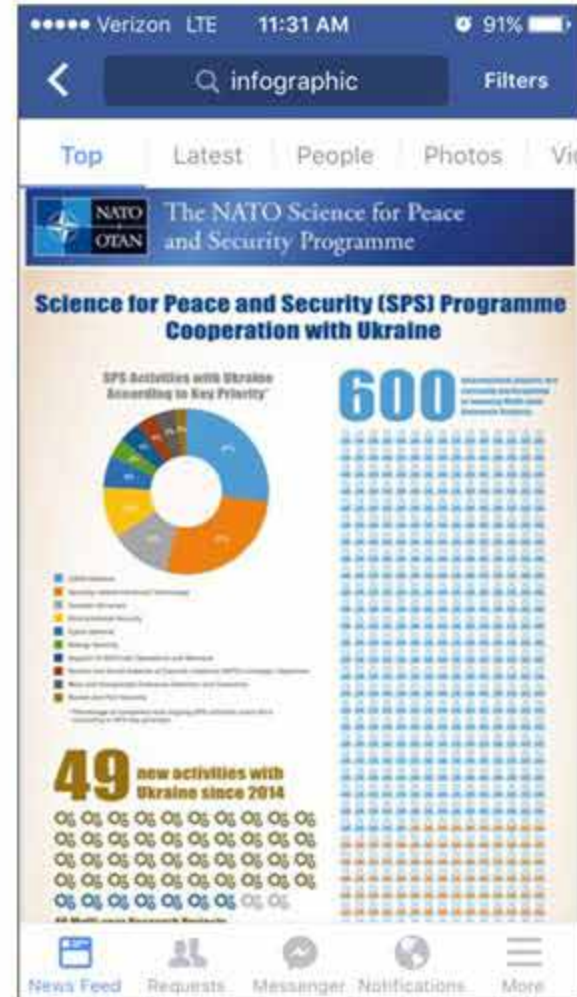
2000s - Pinterest



2000s - Infographic Directories



2000s - Social Media



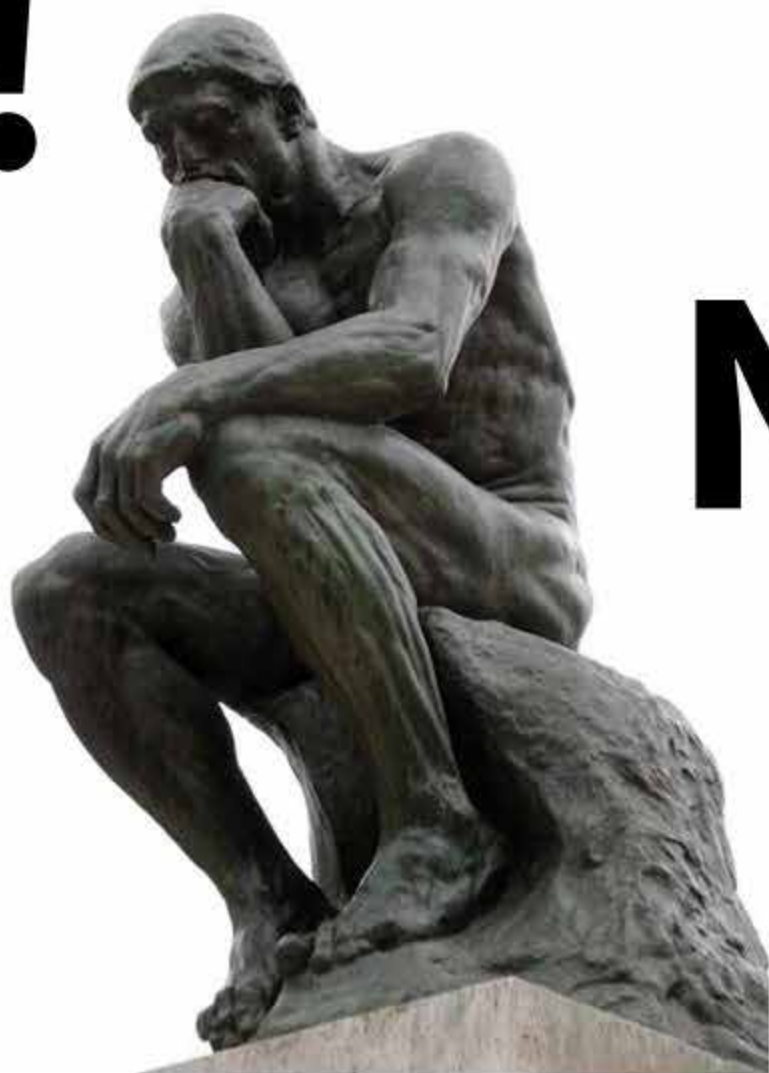
WHY

Learning Styles

“65% of people are
visual learners”



Yes!



No!

???

Learning Styles

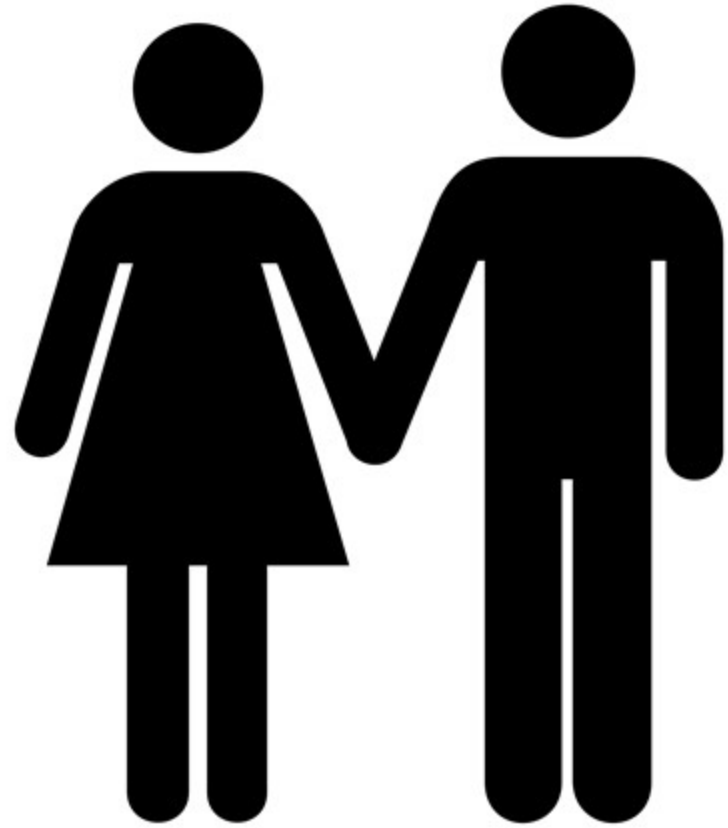
- What are they? Not sure.
- Pretty sure they exist.
- Infographics cover a variety of ways to learn.

TEST

Run



Woman and Man Holding Hands



Imagery Helps

<http://neomam.com/interactive/13reasons/>

- **0.15 seconds** to process a symbol
- **0.1 seconds** to attach a meaning to it

Imagery Helps

Picture Superiority Effect

connection.ebscohost.com/c/articles/34800841/picture-superiority-effect-associative-recognition

- Recognition
- Recall

Imagery Helps

<https://www.census.gov/quickfacts/table/PST045215/13>

- The universal language!
- **13.4%** of Georgians speak a NON-ENGLISH language at home

**Sharing is
Caring!**



Case Study: 2015 Blog Post



Becoming a Foster Parent in Georgia

May 11, 2015



Thousands of Georgia's children are faced with the scary transition of entering the foster care system. Whether the circumstances involve an abusive or neglectful parent or abandonment, these kids have to deal with heavy amounts of confusion during this point in their lives.

Have you ever felt the need to help children in foster care? Do you feel as if you could open up your home and become a foster parent? Here are some basic facts about becoming a foster parent

through the [Georgia Department of Family and Children Services](#):

What are the basic qualifications for becoming a foster parent?

Foster parents must be at least 10 years older than the child they are seeking to foster. If you are single, you must be at least 25 years old to apply.

Prospective foster parents have to pass a medical exam as well as a fingerprint check; go through a Georgia Child Protective Services screening, pass a national Sex Offender Registry check, a Pardons and Paroles system screening, as well as a screening in the Department of Corrections database. In addition to all this, a foster parent must show stability, maturity and a positive mentoring attitude for the child they are looking to foster.

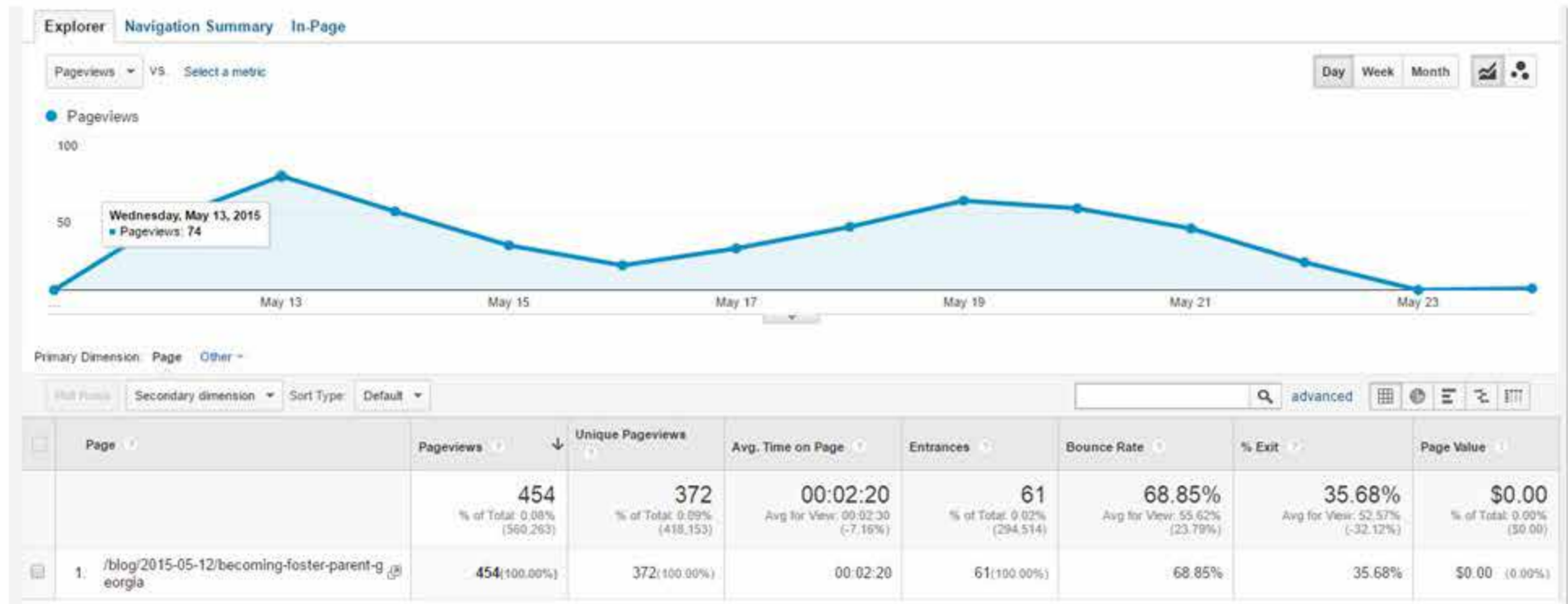
What is the first step to learning more about the fostering process?

Before you do anything, you need to call the DFCS foster parent information line at 1-877-210-KIDS. You'll speak with a DFCS employee who will provide you information, as well as tell you when and where the next orientation and training will be held in your county.

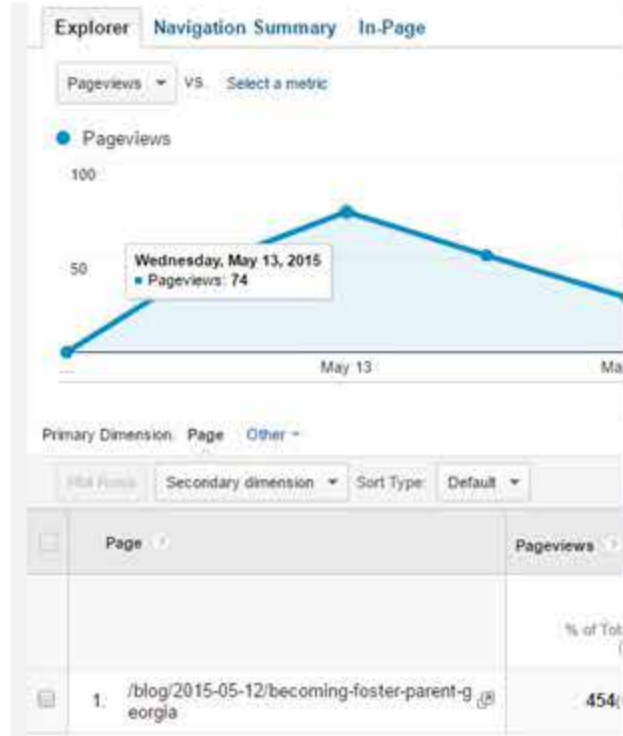
Do foster parents need any type of training?

Yes. The Georgia Department of Family and Children Services has developed a training program called IMPACT. This program is meant to be a continual guide for foster parents, following them through the early stages of interest in fostering, all the way to an evaluation of the home in preparation for child placement. IMPACT begins with a 2-hour in-person orientation and follows with 20 training modules that last 1 hour each. These modules are available online.

Case Study: 2015 Blog Post



Case Study: 2015 Blog Post



Post Details

Reported stats may be delayed from what appears on posts. X

126 People Reached

4 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

3 Post Clicks

0 Photo Views	1 Link Clicks	2 Other Clicks
----------------------	----------------------	-----------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

georgia.gov
Published by **Bethany McDaniel** (P) · May 12, 2015 ·

Don't forget to show a hand for Foster Care on Thursday! Every Thursday in May, the Georgia Division of Family and Children Services asks you to write a word or phrase on your hand in blue explaining why fostering matters. Use the hashtag #fosteringmattersGA!

Foster Care | Division of Family and Children Services
The Georgia Department of Human Services Division of Family and Children Services (DFCS) is responsible for assuring that children are safe from abuse and neglect. When DFCS determines it is not safe for a child to remain in the home...
DFCS.DHS.GEORGIA.GOV

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 490 people.

126 people reached **Boost Post**

3 Likes **1** Comment

Like Comment Share Top Comments

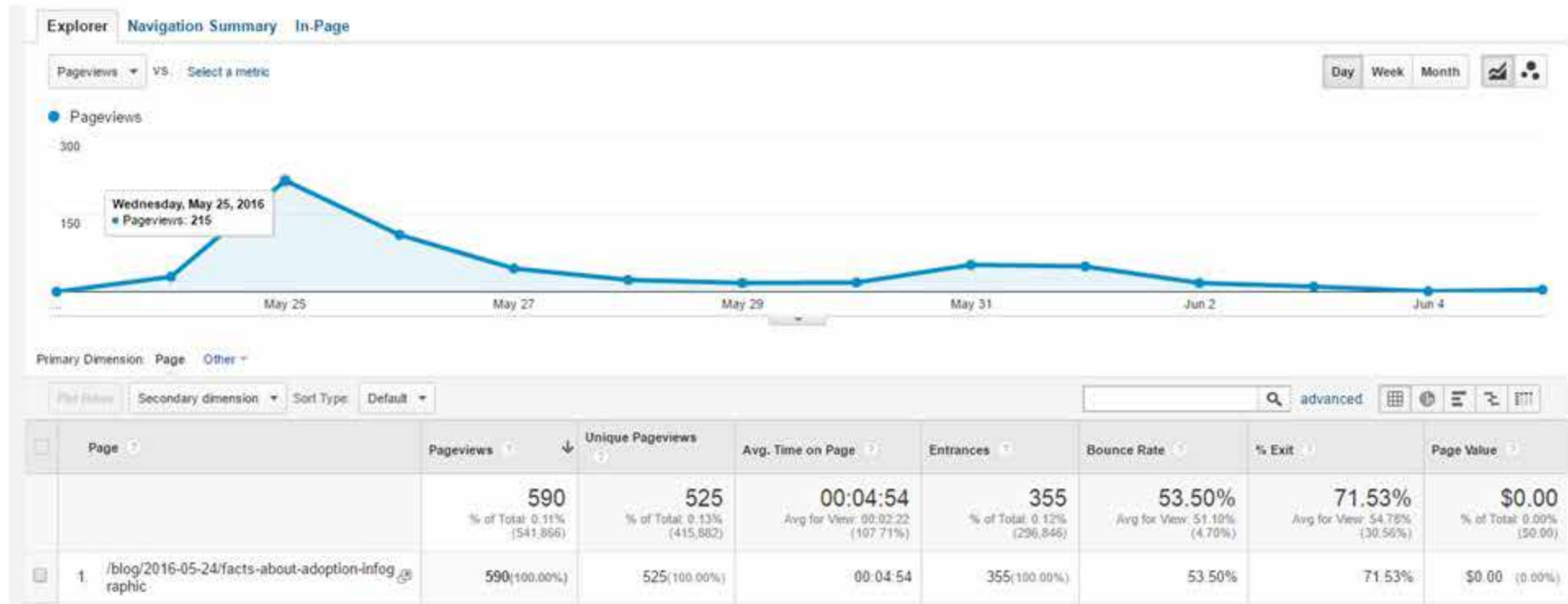
Write a comment...

Georgia Division of Family and Children Services Thank you!
Unlike Reply Message 1 · May 12, 2015 at 10:31am

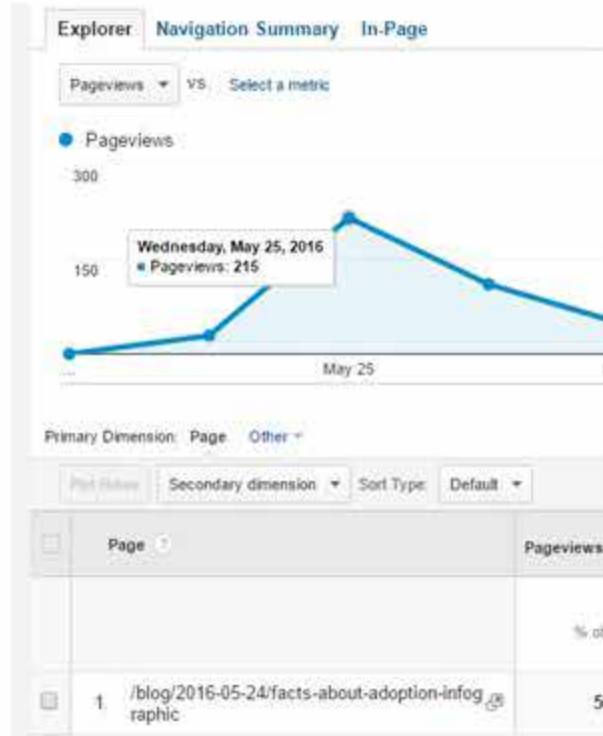
Case Study: 2016 Infographic



Case Study: 2016 Infographic



Case Study: 2016 Infographic



Post Details

Reported stats may be delayed from what appears on posts

georgia.gov
Published by Rachel Hart 17h · May 25 at 10:00am ·

12,276 of Georgia's children were in state custody as of April 30, 2016. Georgia's children need you. Learn more about adopting through Georgia Division of Family and Children Services from the full infographic: <http://georgia.gov/.../2016-.../facts-about-adoption-infographic>

FACTS ABOUT ADOPTION IN GEORGIA

the social and legal process that gives adopted children same rights as those born into the family

NUMBERS

12,276 CHILDREN in state custody as of April 30, 2016	843 CHILDREN adopted from the state in 2015	4-10 MONTHS possible length of adoption process
--	--	--

dfcs.dhs.georgia.gov/adoption

GEORGIA.GOV

39,863 People Reached

834 Reactions, Comments & Shares

430 Like	37 On Post	393 On Shares
20 Love	4 On Post	16 On Shares
11 Wow	0 On Post	11 On Shares
23 Sad	0 On Post	23 On Shares
1 Angry	0 On Post	1 On Shares
75 Comments	14 On Post	61 On Shares
275 Shares	269 On Post	6 On Shares

2,584 Post Clicks

428 Photo Views	210 Link Clicks	1,946 Other Clicks
-----------------	-----------------	--------------------

NEGATIVE FEEDBACK

6 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for \$1 to reach up to 120 people.

39,863 people reached **Boost Post**

41 9 Comments 269 Shares

Like Comment Share

44% of Adults get News on Facebook!

<http://thehill.com/policy/technology/281367-nearly-half-of-us-adults-get-news-on-facebook>



HOW

Creation

- 1) Establish Goals
- 2) Brainstorm and Research
- 3) Organize Content
- 4) Design

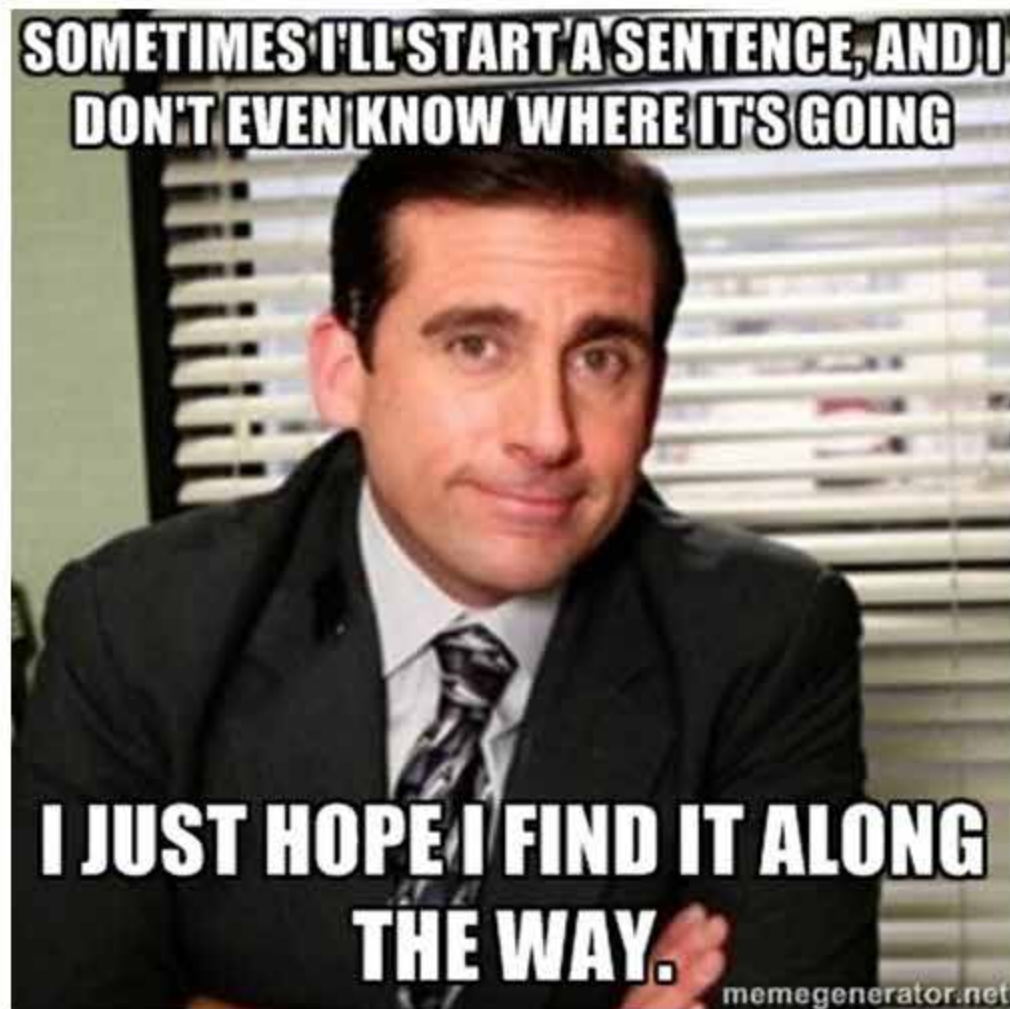
1) Establish Goals



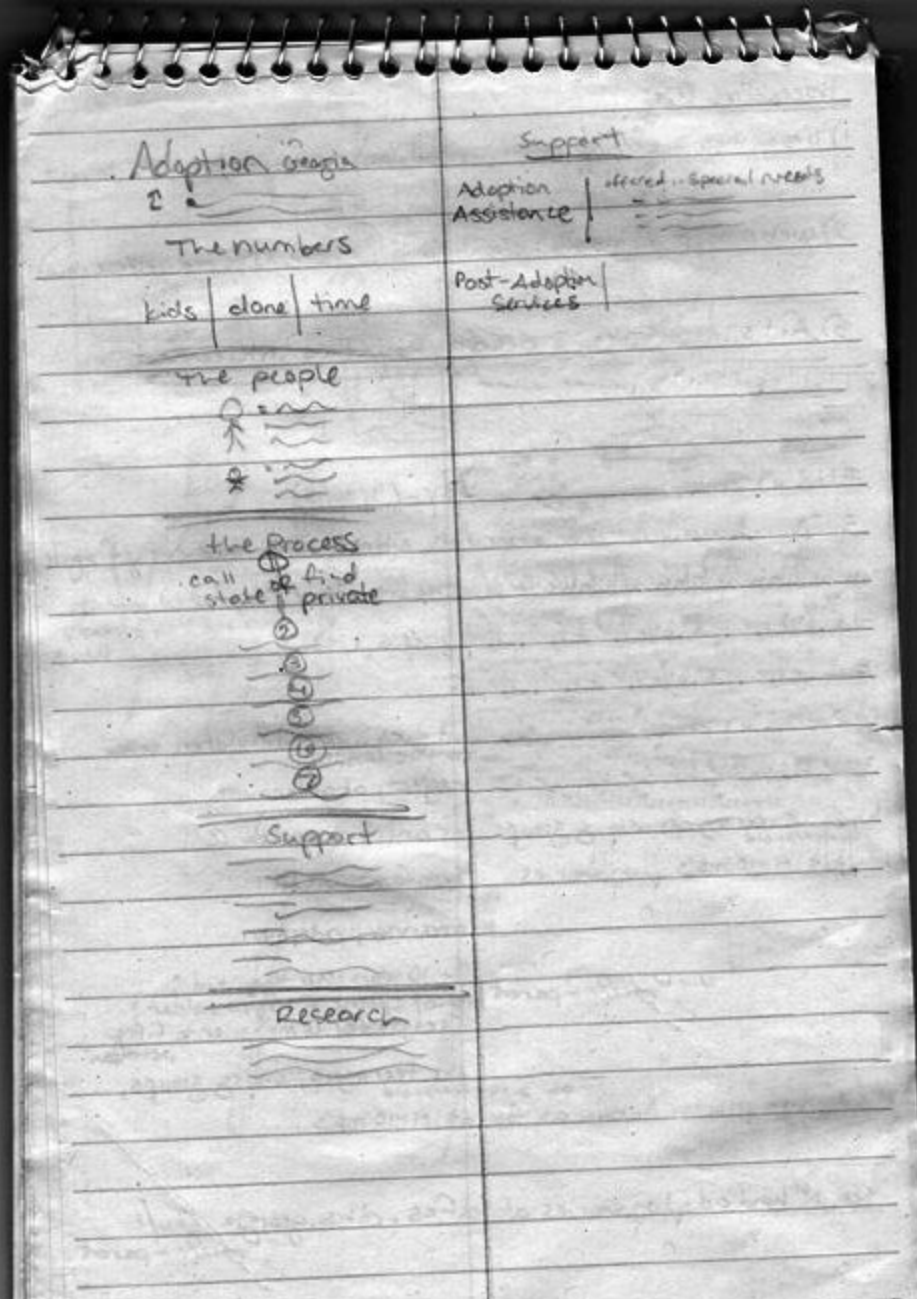
2) Brainstorm and Research Content



3) Organize Content



3) Organize Content



3) Organize Content: Storytelling Skills

- Beginning, Middle, End
 - Think like you're writing a blog post
- Context
- Sequence of events

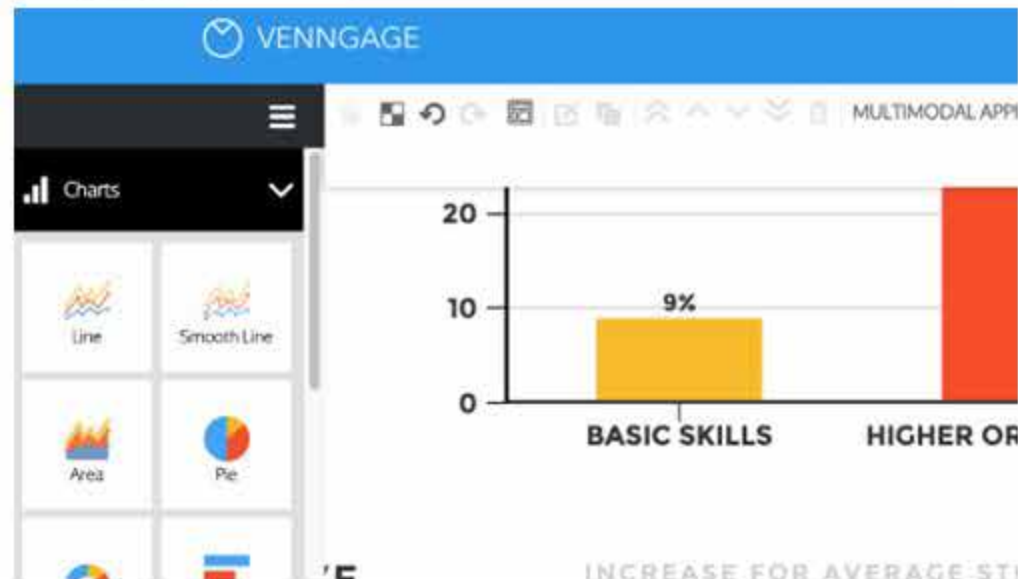
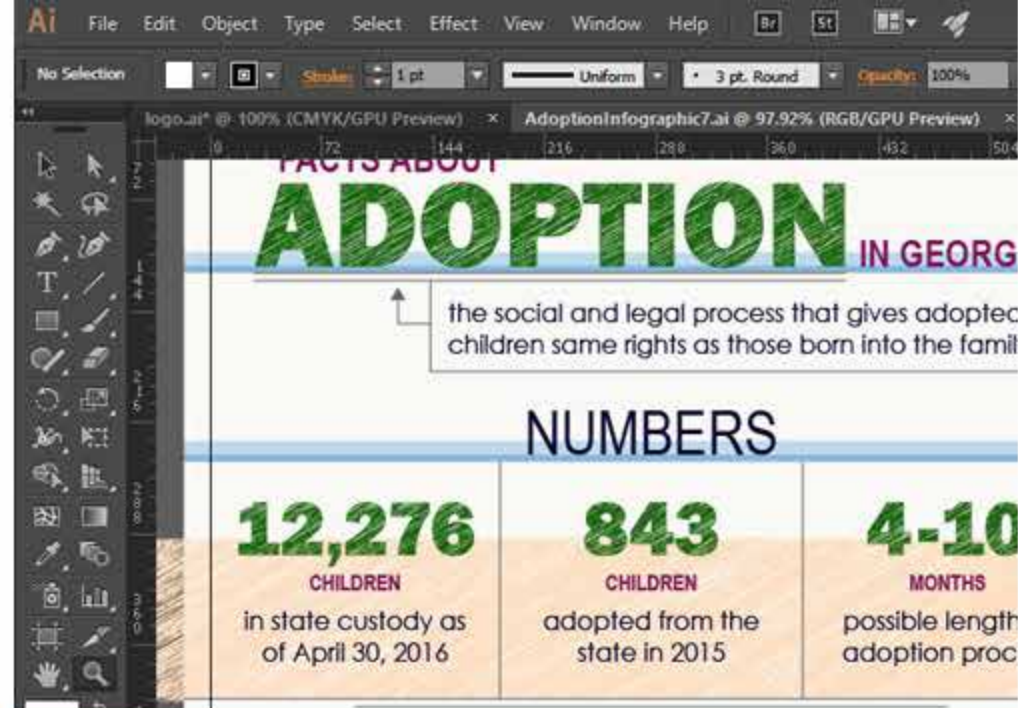


4) Design



4) Design: Tools

- Illustrator, Inkscape
- Photoshop, Gimp
- Excel
- DKAN
- Visual.ly, Venngage, Easel.ly, infogr.am



Posting

- Responsive
- Accessible
- File Format
- Social Media
- Repurposing

Responsive



Responsive: Code



<http://neomam.com/interactive/13reasons/>

Responsive: Platform Best Practices

740 pixels wide

A diagram illustrating a responsive upload area. It features a horizontal purple line representing the width of the upload area. Above the line, the text "740 pixels wide" is centered. Below the line, the text "upload at 100% width and height" is centered. The entire diagram is bounded by two vertical dashed lines.

upload at 100% width and height

Responsive: Platform Best Practices

740 pixels wide



upload at 100% width and height



14-16 pt
minimum text

Responsive: Paragraphs



Accessibility



Accessibility: Color Contrast



webaim.org/resources/contrastchecker/

Accessibility: Alt Text

Alternative Text

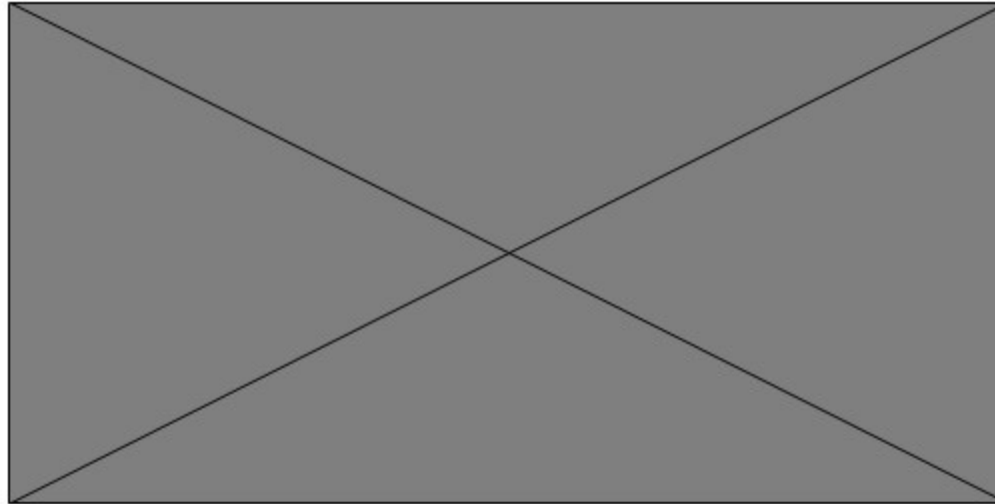
Graphical representation of the text provided in this blog

Accessibility: Text Alternative

Title

Give a little intro. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Jump to the text alternative of this infographic.](#)



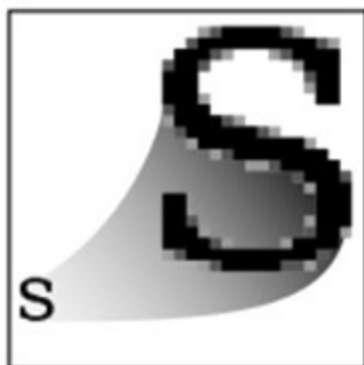
Text version of the infographic.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

File Format



File Format: SVG



Raster
.jpeg .gif .png



Vector
.svg

File Format: A Problem with SVG

Calendar 2015

Wednesday, November 11

Veterans Day

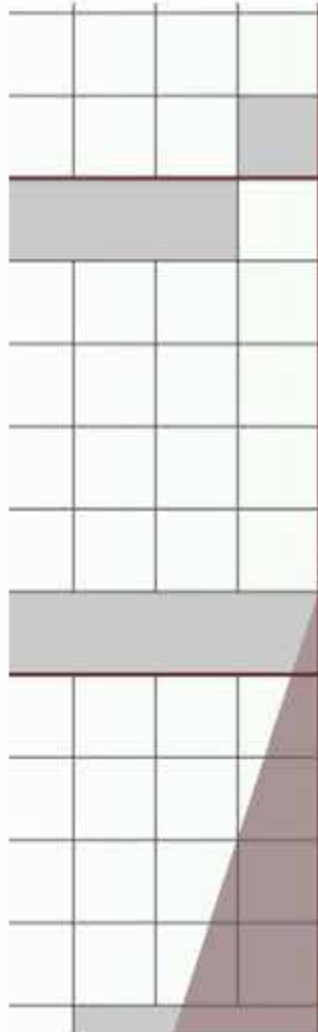
HISTORY
This federal holiday was originally named Armistice Day, celebrating the end of World War I. U.S. Congress renamed the day Veterans Day in 1954 to honor all veterans and the sacrifices they have made.

TRADITION
Veterans Day always falls on November 11. Since 1954, the governor of Georgia has issued a formal proclamation every year to declare Veterans Day a state holiday in Georgia.

HOW TO PARTICIPATE
You can join the festivities at parades, ceremonies, Atlanta's annual Freedom Ball and more. Find an updated list of Veterans Day events in Georgia at veterans.georgia.gov.

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File Format: A Problem with SVG



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Social Media



portal.georgia.gov/interactive/blogs

#GAGOVTalks

@GeorgiaGovTeam

Social Media: Splicing

★ Georgia Facts ★

HISTORY

 **James Oglethorpe**
Founded Georgia on February 12, 1733,
making it the 13th colony

 **Savannah**
Georgia's oldest city

 **Statehood**
Georgia became an official state on
January 2, 1788

State Capitals

- Savannah (1733-1782)
- Augusta (1786-1799)
- Macon (1804-1822)
- Milledgeville (1822-1967)
- Atlanta (1868-present)

GENERAL

 **Brasstown Bald**
Georgia's highest point

 **Hartsfield-Jackson
International Airport**
Known as the busiest airport in the world

 **Counties**
Georgia has 159 counties, the 2nd
most of any state in the U.S.

 **Size**
34th largest state (land area)
9th most populous state

 **Nicknames**
The Peach State
Empire State of the South

 **State Motto**
Wisdom, Justice, Moderation

LEGISLATION

16 
electoral votes

2 
U.S. Senators

14 
U.S. Representatives

56 
State Senators

180 
State Representatives

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Social Media: Splicing

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Louisville (1789-1807)
Milledgeville (1807-1867)
Atlanta (1868-present)



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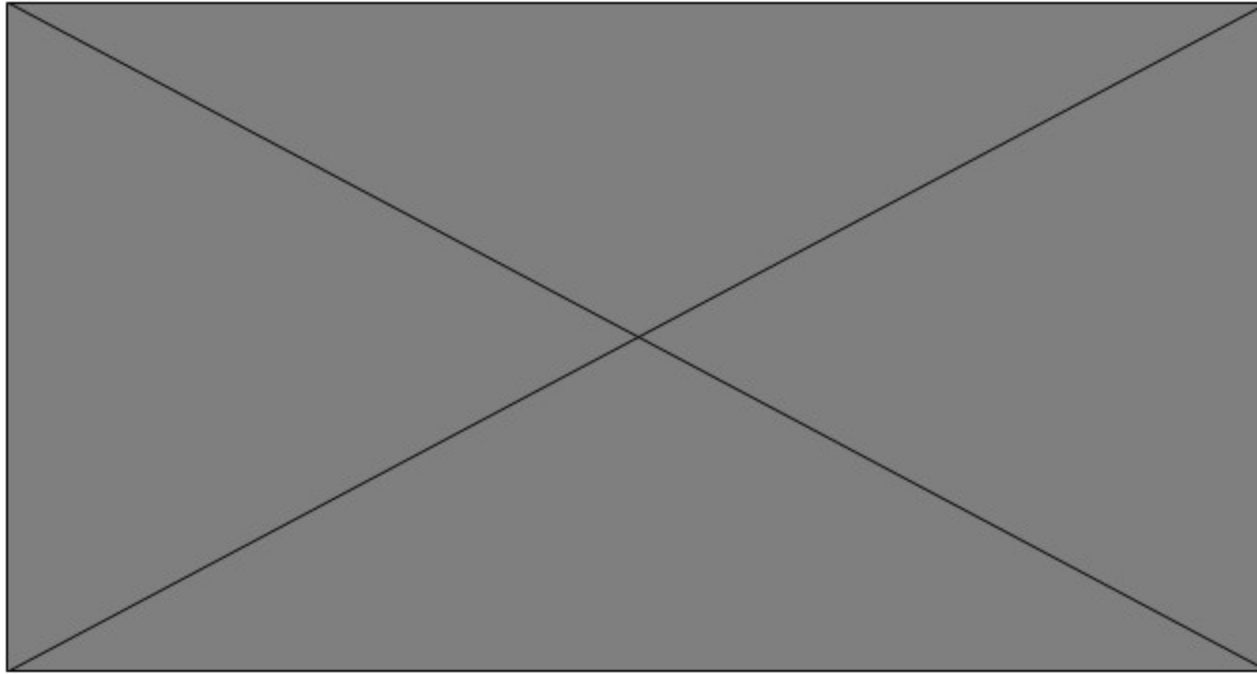
56
State Senators 

180
State Representatives 

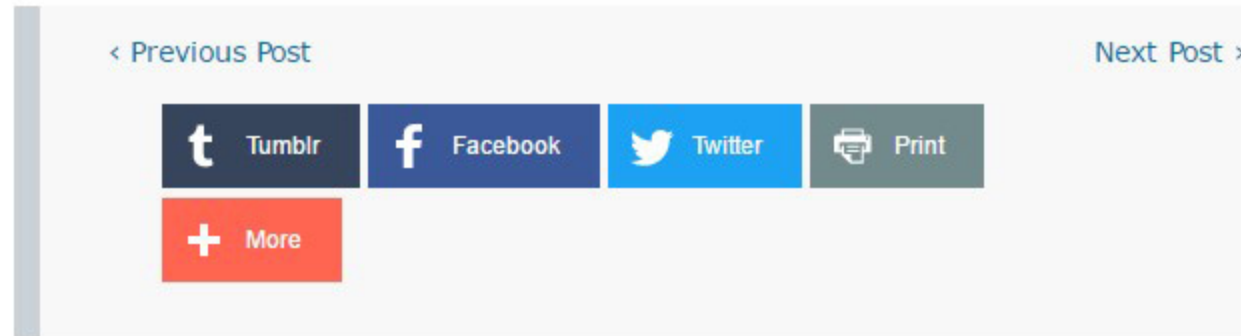
GEORGIA.GOV

Social Media: Posting

Information highlights. Thanks for your help, @Wonderful People. Find the full infographic on our latest blog post: <http://acronym.georgia.gov/blog/...>

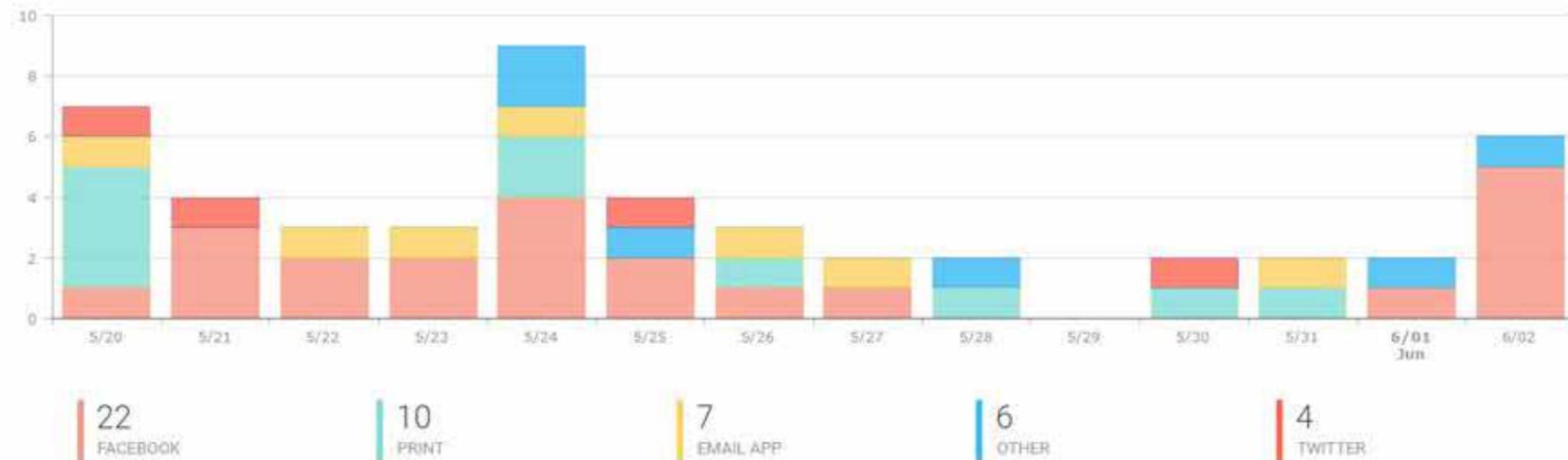


Social Media: Easy Sharing



Social Media: Easy Sharing

Shares Activity



Facts About Adoption [Infographic] | Georgia.gov
georgia.gov/blog/2016-05-24/facts-about-adoption-infographic

[Detail](#)

4 Shares

0 Clicks

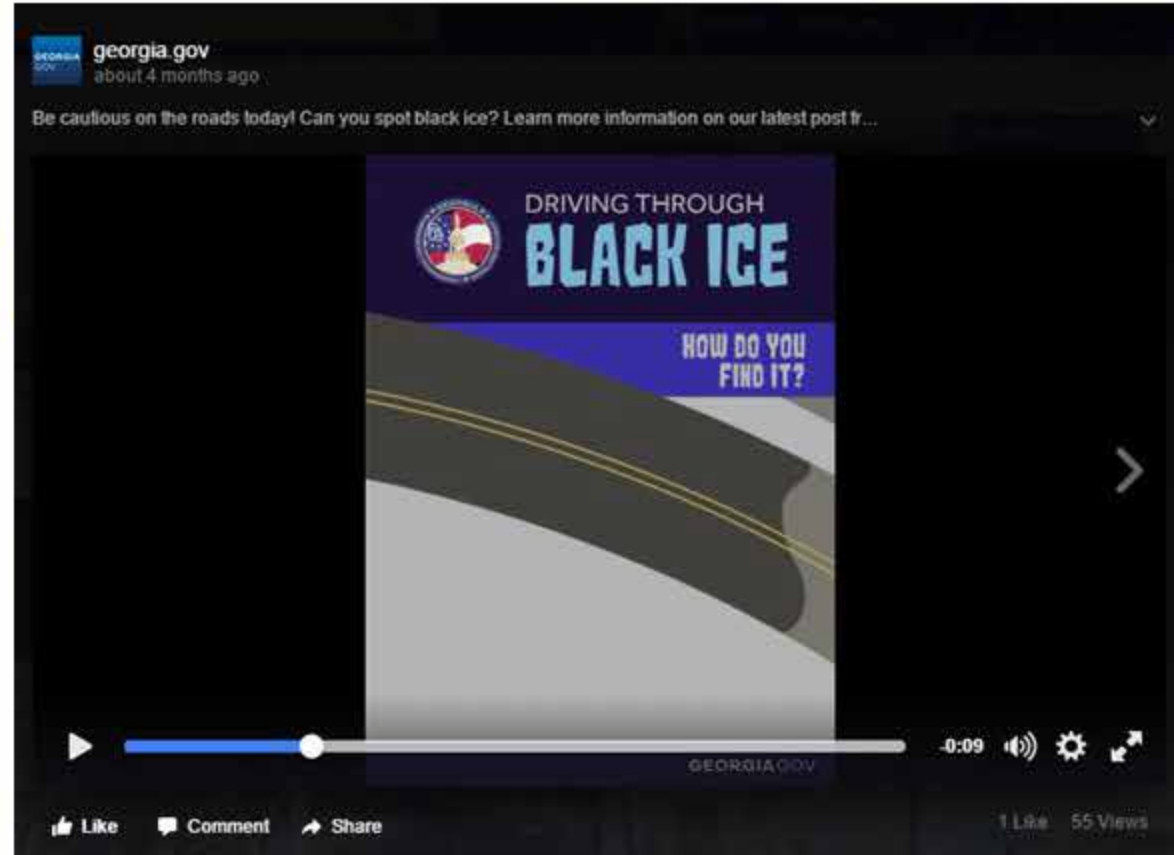


3 Shares 0 Clicks



1 Share 0 Clicks

Social Media: Repurposing



I'm not a designer!

I don't have time for that!

WHAT DO I DO?





**PUT IN A
TICKET!**

You Provide the Content, We Provide the Design

Senate Press Office

TWITTER IN THE GOVERNMENT

Senate Press Office Tweets 2016 Legislative Session

CONTENT: The Georgia Senate Press Office Twitter account provides up-to-date information and insight into what the Georgia State Senate is doing during and after session.



LIVE FLOOR TWEETS
COMMITTEE HAPPENINGS
BEHIND-THE-SCENES PHOTOS

WRITERS: During session, the Senate Press Office is kept especially busy.



5 STAFFERS AT THE CAPITOL

AUDIENCE: The Twitter account is directed toward...



CONSTITUENTS
LOBBYISTS
LEGISLATORS
STAFFERS
STATE AGENCIES

TOP AUDIENCE INTERESTS:

Data collected from Twitter analytics



HIGHLIGHTS: The Senate Press Office gained attention on Twitter during this year's legislative session.

Data collected from Twitter analytics



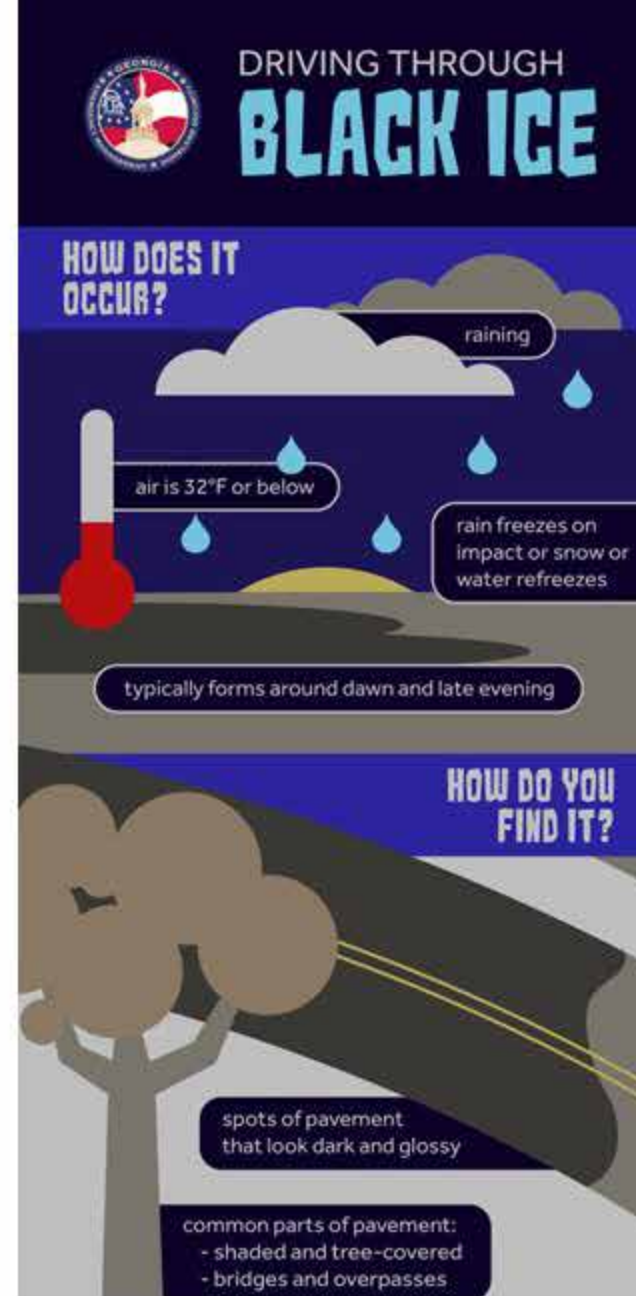
2,846,031 TOTAL IMPRESSIONS
most impressions on a single tweet: 12,376



SENATE PRESS OFFICE
The Senate has officially adjourned
Sine Die!! #drothemic

You Provide the Content,
We Provide the Design

Georgia Emergency
Management & Homeland
Security Agency



portal.georgia.gov/interactive/profiles/rachel-hart/blogs

