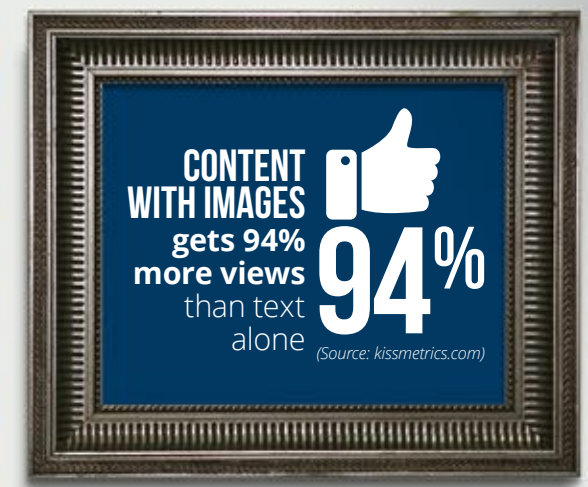
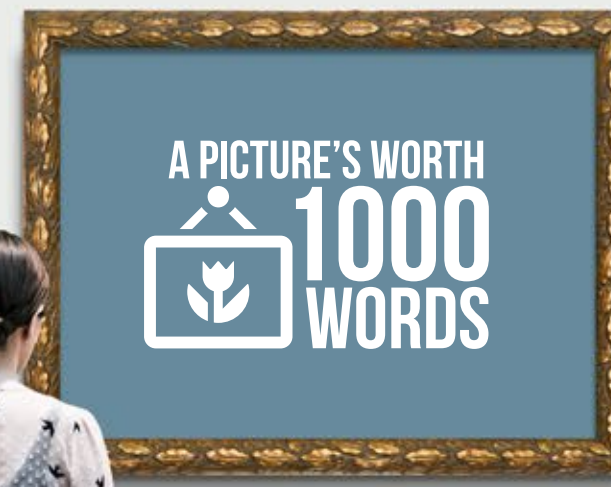
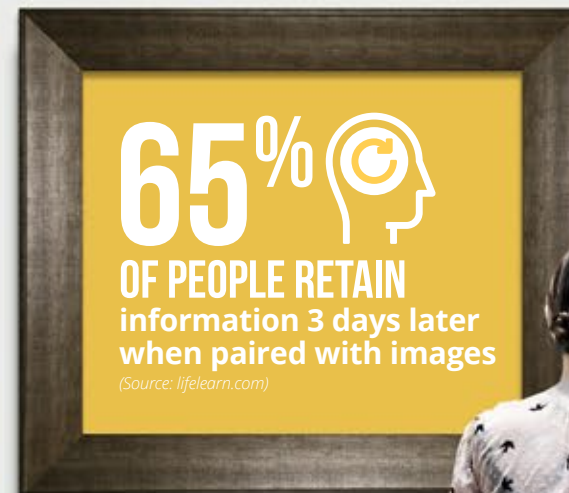
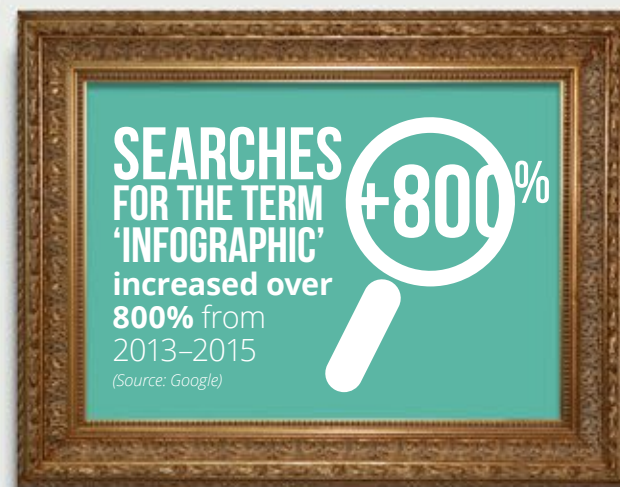
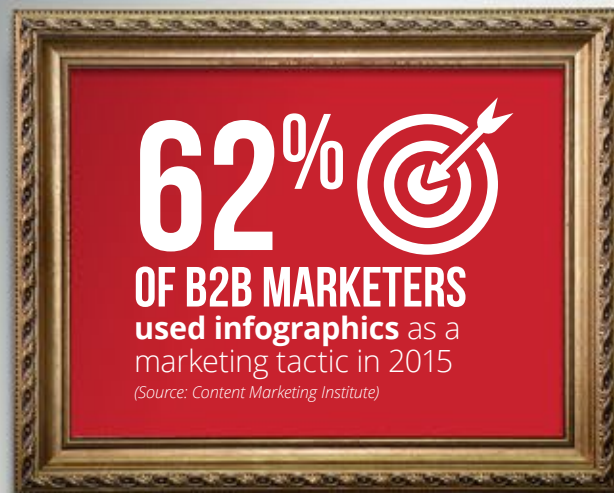


5 WAYS TO CREATE A COMPELLING INFOGRAPHIC

Infographics are a fantastic way to get your audience's attention, claim territory as an expert in your field, gain followers or build brand recognition. But, there's an art to creating a compelling infographic. Follow these five simple steps and you'll be on your way.



1 SHOW ME THE NUMBERS

- ✓ Use data. It's powerful.
- ✓ Use numbers to illustrate an overall concept
- ✓ Fact-check your numbers for reliability and credibility
- ✓ State your sources or provide a link to them

2 LESS IS MORE

- ✓ Don't write a book
- ✓ Summarize content from longer texts available elsewhere.
- ✓ Too much content? Consider creating multiple infographics.

3 TELL A STORY

- ✓ Write a great headline
- ✓ Answer a compelling question facing your audience
- ✓ Generate an emotional response to your message
- ✓ Illustrate a process or service model

4 THINK IN PICTURES

- ✓ Think visually as you write. Can your words be illustrated?
- ✓ Use 'visual' words to inspire creative. "A birds-eye view" inspires visuals more than "Corporate Overview"

5 MAKE IT SHAREABLE

- ✓ Format graphics to fit each social network's dimensions
- ✓ Short & sweet—less is more, especially on social media
- ✓ Maximize your social media presence by dividing larger infographics into multiple posts