

DATA STORYTELLING

Stories are memorable and compelling

WHAT IS DATA STORYTELLING?

In the Community Voice process, data storytelling is used to blend story and data so that people can better understand the meaning of the data, and move more quickly toward action.

Data alone is persuasive, but stories are memorable and compelling. According to [Impact Makers](#), these are the Ten Commandments of Data Storytelling:

TEN COMMANDMENTS OF DATA STORYTELLING

1. Know your audience
2. Start with the question: “What will be the big takeaway from this?”
3. Give the story structure, context, conflict, and action.
4. End with a call to action.
5. Make the story memorable.
6. Make the data persuasive.
7. Explain with visuals and words.
8. Be honest and accurate.
9. Be more human than scientific.
10. Be concise in design