Visual Storytelling

Jeremy Bertrand
Web and Social Manager
WSDOT

Olympia, WA
November 2012
The “golden age” of storytelling

• …in fact, fiction seems to be more effective at changing beliefs than writing that is specifically designed to persuade through argument and evidence

• When we read dry, factual arguments, we read with our dukes up. We are critical and skeptical. But when we are absorbed in a story we drop our intellectual guard. We are moved emotionally and this seems to leave us defenseless.

Ice Closes Tacoma Narrows Bridge

Mike Turcott  Good call.
January 21 at 7:04am · Like

Jim Hamre  Scary!
January 21 at 9:00am · Like

Russell Clark  HOLY MOTHER!
January 23 at 11:23am · Like

Sarah Stonehocker Wagner  sure glad they closed it cause that ice could have done some major damage to cars and there would have been several wrecks due to it!!!!

Marcia Bostwick-Callison  Wow, no wonder they closed it! Those are huge chunks of ice!
Photos
Fish on 101
**Overview**

*Likes*  
5,404 (2.56%)  
1,586,403 (2.01%)  
2,196 (662.5%)  
49,857 (1168.3%)  
2 (100%)

*People Talking About This*  
Weekly Total Reach  
Total Subscribers

**Page Posts** (Updated 5 minutes ago)

<table>
<thead>
<tr>
<th>Date</th>
<th>Post Description</th>
<th>Reach</th>
<th>Engaged Users</th>
<th>Talking About This</th>
<th>Virality</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/31/12</td>
<td>Whoa, 13 miles of back-up on southbound...</td>
<td>1,087</td>
<td>59</td>
<td>24</td>
<td>2.21%</td>
</tr>
<tr>
<td>10/30/12</td>
<td>Traffic has been rough in the morning's th...</td>
<td>1,368</td>
<td>56</td>
<td>20</td>
<td>1.46%</td>
</tr>
<tr>
<td>10/29/12</td>
<td>The tunnel boring machine is nearing complet...</td>
<td>1,197</td>
<td>112</td>
<td>41</td>
<td>3.43%</td>
</tr>
<tr>
<td>10/26/12</td>
<td>Started out as a slow Friday, then this ha...</td>
<td>3,294</td>
<td>4,576</td>
<td>1,909</td>
<td>57.95%</td>
</tr>
<tr>
<td>10/26/12</td>
<td>Just an FYI - the Seattle traffic report...</td>
<td>653</td>
<td>33</td>
<td>0</td>
<td>0.34%</td>
</tr>
</tbody>
</table>
Although #ios6 may say differently, we can assure you that the Tacoma Narrows Bridges have not melted: bit.ly/NF6ccQ
Tunnel Boring Machine
Infographics

Why haven’t you created one yet?
Seattle Times Trustworthiness study

Usefulness of Institutions’ Feeds

The Seattle Times (n=150)
- Very useful: 51%
- Somewhat useful: 41%
- Neither: 2%
- Somewhat useless: 4%
- Very useless: 4%

Office of Seattle Mayor McGinn (n=48)
- Very useful: 10%
- Somewhat useful: 40%
- Neither: 29%
- Somewhat useless: 15%
- Very useless: 10%

Seattle Police Dept. (n=47)
- Very useful: 15%
- Somewhat useful: 55%
- Neither: 21%
- Somewhat useless: 9%

Seattle Fire Dept. (n=30)
- Very useful: 10%
- Somewhat useful: 40%
- Neither: 40%
- Somewhat useless: 10%

Washington State Patrol (n=36)
- Very useful: 22%
- Somewhat useful: 33%
- Neither: 31%
- Somewhat useless: 14%

Washington Dept. of Transportation (n=90)
- Very useful: 48%
- Somewhat useful: 44%
- Neither: 6%
- Somewhat useless: 1%

Legend:
- Very useful
- Somewhat useful
- Neither
- Somewhat useless
- Very useless
Your challenge

• Tell your next story in 100 words or less
Questions or comments?