

HOW TO: CREATE INFOGRAPHICS THAT ENGAGE MEMBERS

Tips on how to use infographics to engage members in print, online and on social media.



WHY INFOGRAPHICS?

Infographics help members retain more information in a short amount of time.



90% of information transmitted to the brain is visual.



Visuals are processed **60,000x** faster in the brain than text.



They're **EASY TO INCORPORATE** into your association's magazine, conference landing page, eNewsletter, social media, blog and more.

INFOGRAPHICS HELP:



Show expert understanding of a subject.



Increase awareness of your association.



Generate website traffic.



Recruit new members and staff.

GETTING STARTED

Offer relevant data in an exciting visual style.



DECIDE WHAT YOUR GOALS ARE.

One of your main goals should be to provide members with valuable information worth sharing with colleagues or potential members.

RESEARCH OR CAPTURE INTRIGUING DATA.

This could be the information from your annual event or results from an annual report or survey.

DESIGN YOUR INFOGRAPHIC.

Infographics should include:

- Content
- Images
- Data & Statistics
- Credibly cited sources

BRAND YOUR INFOGRAPHIC.

Use your logo and your association's colors. This will help members and prospective members recognize your association and will lend credibility to your infographic.

MAKE IT SHARE-WORTHY.

Make sure your members are able to easily share your infographic. To do so, include:

- "Quotes"
- Hashtags

Share Buttons

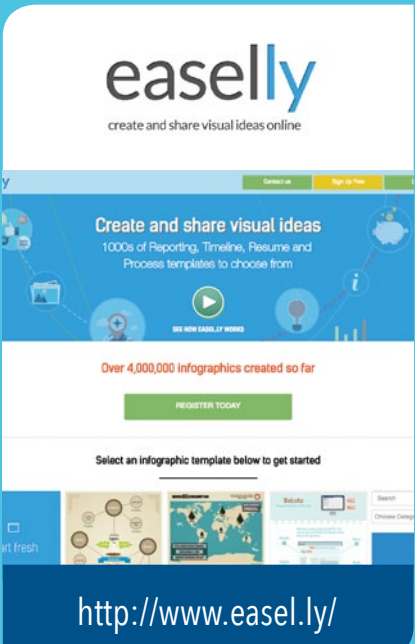
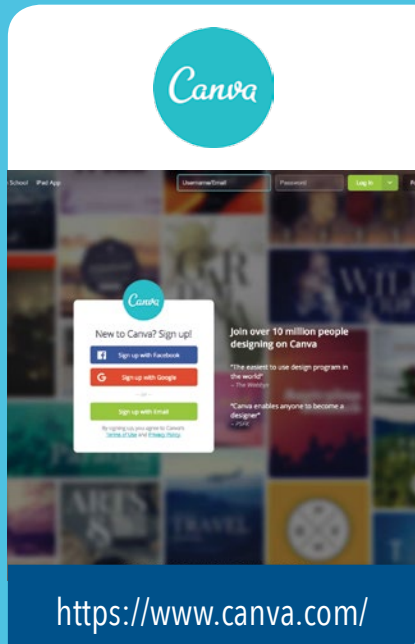
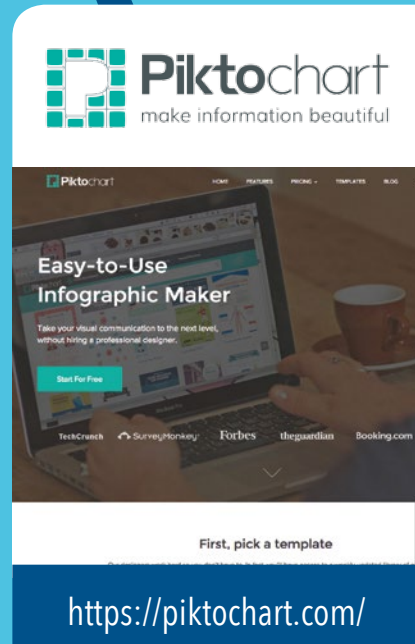
CREATING SHAREABLE INFOGRAPHICS

Now that you've put a plan in place, it's time to begin creating your infographic!



STEP 1: SELECT THE PIECE OF INFORMATION TO VISUALIZE AND COMPILE YOUR DATA.

STEP 2: PICK YOUR INFOGRAPHIC TOOL OF CHOICE. Some options include:



STEP 3: ONCE YOUR TOOL IS SELECTED, SELECT THE FORMAT FOR YOUR INFOGRAPHIC.

STEP 4: INSERT DATA AND CUSTOMIZE.

Tip: If you don't have the time or inclination to tackle this alone, you can always outsource. Designing an infographic shouldn't break your budget, but it could be instrumental for generating new engagement with members and prospective members.



Remember, the best infographics don't strive to go viral overnight, but instead beg to be consumed and continuously travel among members and non-members. And, you don't need a graphic designer or expensive software to create eye-catching infographics. By using one of the platforms mentioned above, you can take advantage of one of the most powerful tools in your content marketing arsenal you didn't know you had.

About Naylor Association Solutions

Naylor Association Solutions is the leading provider of outsourced solutions to the association market, helping over 1800 associations with their member engagement and non-dues revenue goals. We focus in six core areas—Communications, Career Centers, AMS Solutions, Association Management, Learning and Events.

Learn more about Naylor Association Solutions by visiting www.naylor.com.