

Sharing Data with your Community

Tips and tricks anyone can use!

This tip sheet will help you easily **share your data** and in a way that feels **relevant and actionable** to the people you are sharing it with.

It's important to share your data, but this can sometimes feel overwhelming. What pieces should I share? What's the best way to share it? Who wants to hear about our data?

Sharing data can...

...**encourage collaboration** between those collecting the data and those involved.

...**increase trust and transparency** within your organization.

...**inspire** both individuals and collective action!

1 Identify your Audience

There are lots of different audiences: the people who you got the data from, current and prospective funders, community members, and more!

Identifying your audience will **set you up for success** when preparing to share your data.

2 Choose which data to share

Stay focused. What does your audience need to know and care about? What do you want your audience to take away or to act on?

Then, based on your responses to these questions, **choose three to five pieces of data** that support this takeaway.

Even better, make it participatory by inviting others, particularly those who belong to or are close to the audience, to respond to these questions.

3

Choose a Data Sharing Method

There are so many ways to share data with your audience: infographics, community meetings, bulletin boards, art, interactive websites, webinars, emails, texts, and social media. **Picking a creative medium appropriate for your audience is half the fun of sharing data.**

What might be **an ideal way to share data** with a young person? A funder? Your community?



Sharing in a school?

Create a fun bulletin board for students and staff to see. Make it visually appealing and easy to read by including icons, visualizations, or pictures describing your findings.



Sharing with your local community?

Create social media content. You can post it, print it to hang in community gathering places, or add it to your community meeting presentation.



Sharing with a funder?

Create an infographic using an easy online tool. You can print this out, share it via email, or add it to a presentation or report.

Add context and make your data accessible!

- **Data do not exist on their own - context surrounds your data.** So, add that context! This will help you avoid deficit narratives and **tell a more holistic story** around the data.
- **Translate your materials** to the languages your audience speaks. You can also **utilize methods readable by all languages** like visualizations and pictures.
- **Make the data as easy as possible to read;** round your numbers! Present numbers simply while keeping their meaning.

4

Reflect on your process

Ask yourself and your team:

- Did you reach your intended audience?
- Did you communicate what you hoped?

Create opportunities for your audience to provide feedback.

Let people know that you incorporated their feedback! Small actionable changes can empower participants to voice their concerns and feel heard throughout the data sharing process.