FB Traffic Driver #14: Stats

Daily Challenge: Create a visual representation of some statistics in your field



Why: When you are trying to convey statistics of any kind, let's be honest - it can get kind of boring. By adding a chart or graph to visually represent your stats, you are not only attracting more attention to your post, but you are also helping your audience to retain the information longer. Graphs (and other visual representation of data) can say a lot more at a glance than words alone, and can get plenty of shares if your facts are new and interesting. They are also a fast and easy way to look smart.

For best results:

1. Share data that emphasizes the need for your programs and services.
2. Use the most up-to-date statistics in your field. Keep current on the latest research, and convert data into easy-to-understand graphs or charts. If you are the first one to bring the new facts to your followers – they will be more likely to share it.

3. Use the right type of graph to represent your data. For example, a pie chart is best to use when you are trying to compare parts of a whole, while bar graphs are used to show comparison between different groups or to track changes over time.

Take it to the next level:

1. Make sure to label your posts with your business name or business website. You want to make sure your followers see you as the source of new and relevant information.
2. Create a catchy name for the stats you are sharing, like “Fun Facts” or “Did You Know?” and use them consistently.

Design Tool: Online Chart Tool

http://www.onlinecharttool.com/

Online Chart Tool is FREE and easy to use tool for creating various graphs and charts.

