

# Visual Storytelling



**flickr**<sup>™</sup>

**Jeremy Bertrand**  
Web and Social Manager  
WSDOT

**You** **Tube**

# 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.
  - <http://www.fastcocreate.com/1680581/why-storytelling-is-the-ultimate-weapon>

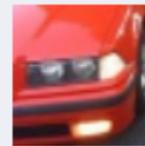
# Ice Closes Tacoma Narrows Bridge



**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 Reach Talking About This

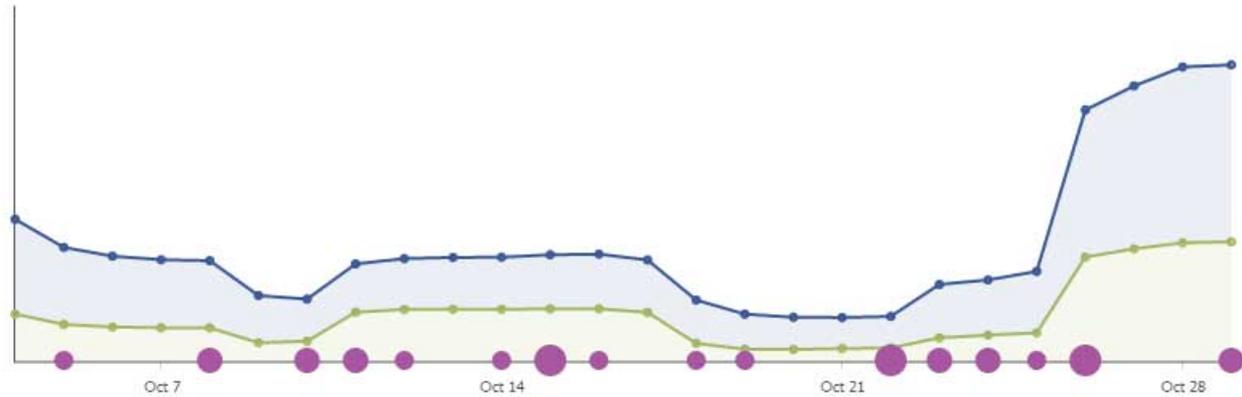
All dates and times are in Pacific Time

Export Data



Total Likes<sup>?</sup> **5,404** ↑ 2.56% Friends of Fans<sup>?</sup> **1,586,403** ↑ 2.01% People Talking About This<sup>?</sup> **2,196** ↑ 662.5% Weekly Total Reach<sup>?</sup> **49,857** ↑ 1168.3% Total Subscribes<sup>?</sup> **2** ↑ 100%

Posts<sup>?</sup> People Talking About This<sup>?</sup> Weekly Total Reach<sup>?</sup>



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

All Post Types

Date <sup>?</sup>	Post <sup>?</sup>	Reach <sup>?</sup>	Engaged Users <sup>?</sup>	Talking About This <sup>?</sup>	Virality <sup>?</sup>
10/31/12	Whoa, 13 miles of back-up on southboun...	1,087	59	24	2.21%
10/30/12	Traffic has been rough in the morning's th...	1,368	56	20	1.46%
10/29/12	The tunnel boring machine is nearing com...	1,197	112	41	3.43%
10/26/12	Started out as a slow Friday, then this ha...	3,294	4,676	1,909	57.95%
10/26/12	Just an EVT - the Seattle traffic camera a...	653	21	2	0.31%

Although #ios6 may say differently, we can assure you that the Tacoma Narrows Bridges have not melted: [bit.ly/NF6ccQ](http://bit.ly/NF6ccQ)

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**Oh no, Galloping Gertie is back!**

 Tumblr @tumblr · Follow

716  
RETWEETS

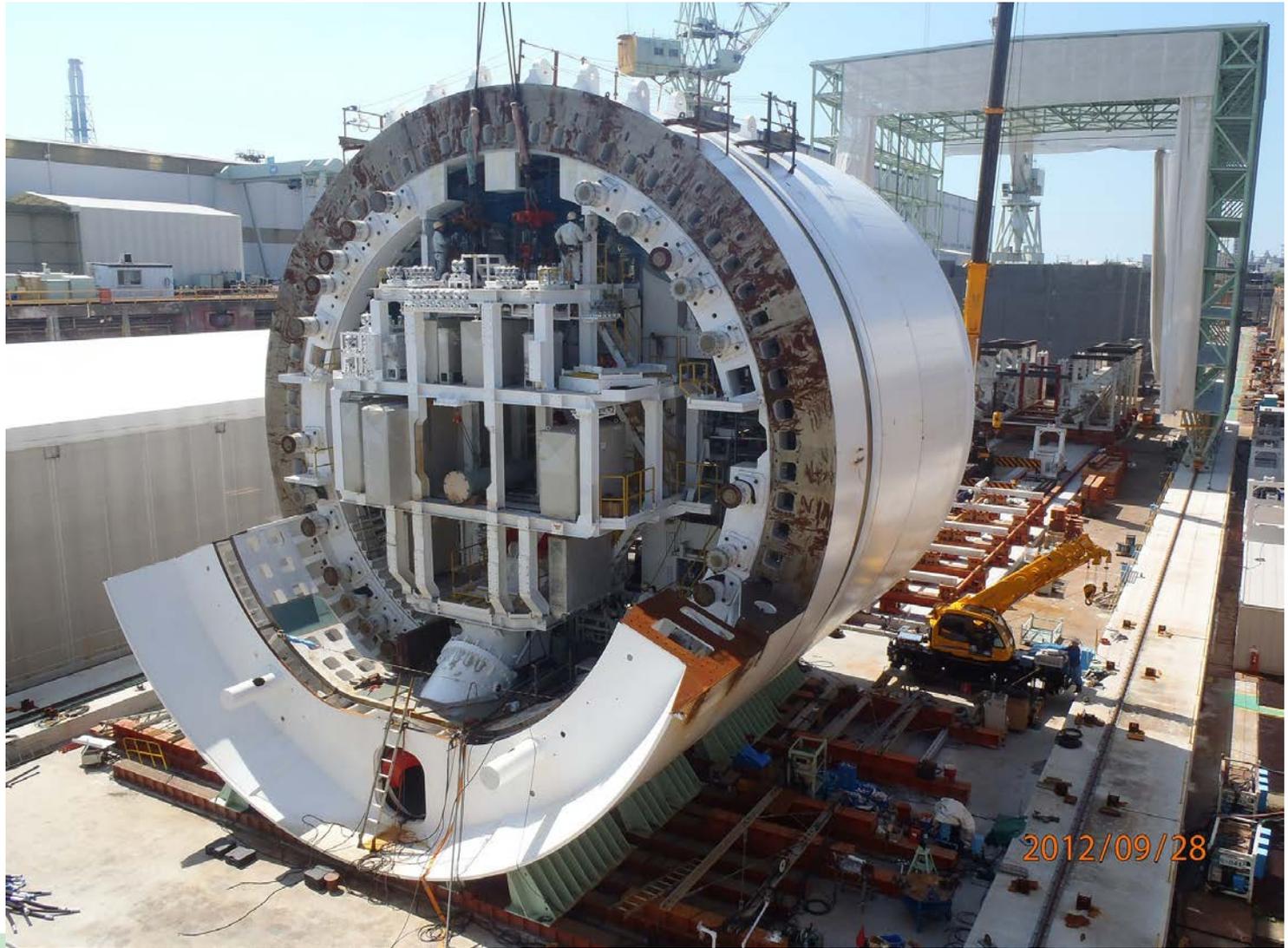
119  
FAVORITES



12:26 PM - 20 Sep 12 · [Embed this Tweet](#)

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# Tunnel Boring Machine



# Infographics

Why haven't you created one yet?

**WSDOT** PRESENTS  
**WHAT TO CARRY IN YOUR CAR**

Because you never know when you will encounter winter weather or emergency road closure

**511**  
Know before you go  
[wsdot.com/traffic](http://wsdot.com/traffic)

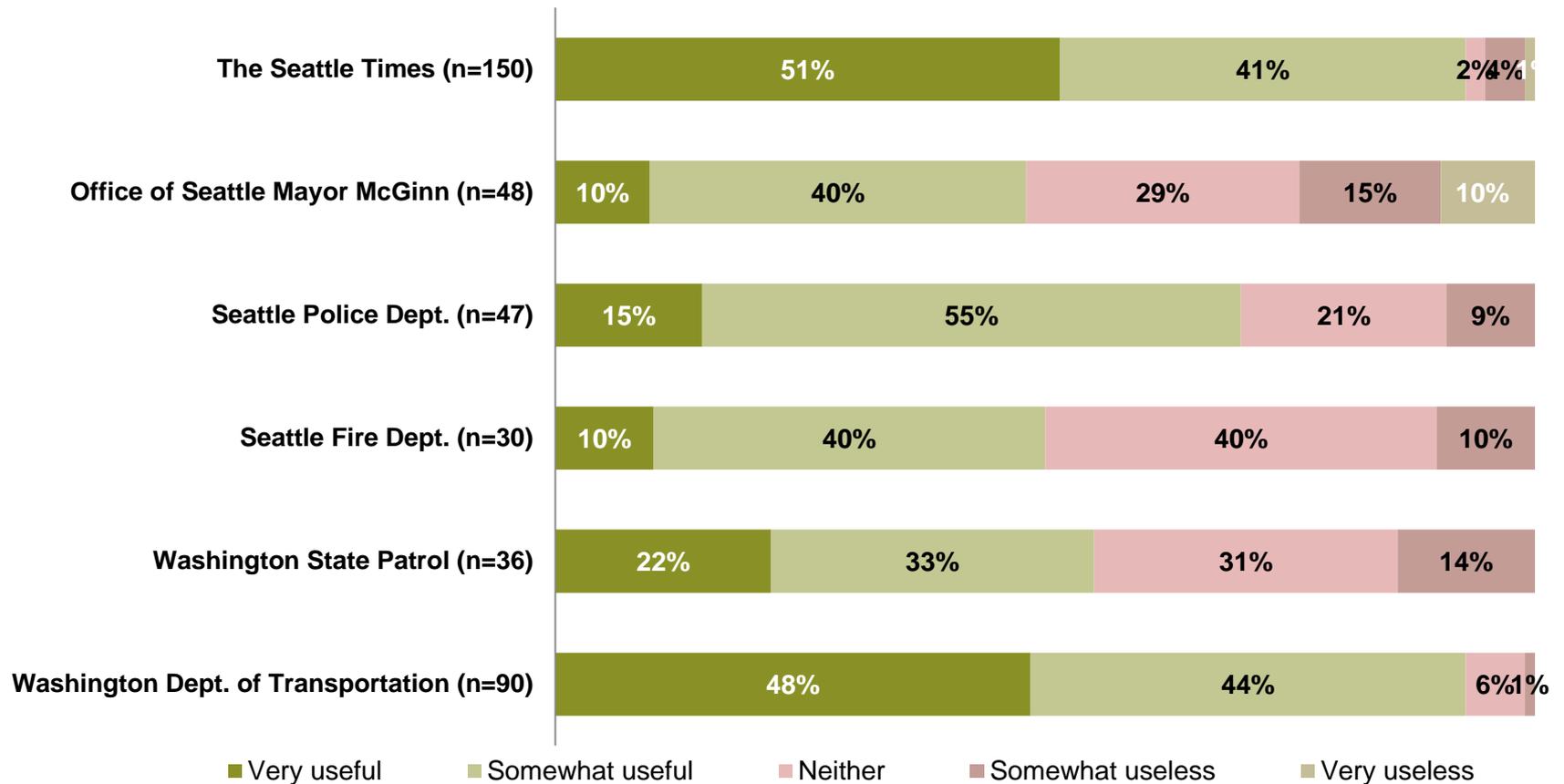
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Android  iPhone 

full tank of gas  
first aid kit  
cellphone charger  
flashlight  
water/snacks  
ice scraper/  
snow brush  
boots/gloves/  
warm clothes  
music/games  
jumper cables  
flares  
tire chains

# Seattle Times Trustworthiness study

## Usefulness of Institutions' Feeds



# Your challenge

- **Tell your next story in 100 words or less**

Questions or comments?

