Geochicas Twitter Card Guide

Hello!

The following is a brief guide outlining a step-by-step process for the development of materials used for social media campaigns of the Geochicas on twitter. This guide includes a brief description of the data used to develop the twitter cards included in the GitHub repository and its purpose within the #putusonthemap twitter campaign. Additionally, at the end of this guide, you will also find links to useful resources for data analysis and visualization, and social media campaign development. For more information on the Geochicas, visit their twitter and their webpage. You can also join the group's Telegram channel by clicking here.

Files included

- Adobe Illustrator Files (with layers named for specific purposes)
- Examples of twitter card mock-up (in png. format)
- Examples of twitter copy mock-up (in png. format)
- Slideshow presentation to the partner organization, the Geochicas

Steps to develop twitter card

- Create an artboard with the following dimensions:[1]
  - Width: 800px
  - Height: 418px
- Establish a "Background" as the primary layer of your adobe illustrator document. The background should cover the entire artboard, using the following parameters:
  - Fill Color Code: #181919
  - Stroke: 1pt
- Create a new layer titled "Emphatic Circle". This layer will be used as a method to draw attention to text that accompanies visualizations of the twitter card. Examples of possible parameters for the construction of the circle are as follows:
  - Width: 455.29px
  - Height: 455.29 px
  - Fill Color Code: #343332
  - No Stroke

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[1] These dimensions have been shown to be optimal for the publishing of images on twitter's platform.

- ○ Placement should be used strategically so that the visualization is not overpowered by the circle. Positioning the circle as partially on the artboard is one method to achieve this, and is used within the illustrator document attached to this zip file.
- Create a new layer titled "Visualization", that will contain your data visualization. In the illustrator document contained within this zip file, the data visualization fills the majority of the space within the artboard in order to draw the reader's attention to it.
  - ○ Additionally, the Geochicas logo can be placed within this layer.

- Lastly, create a layer titled "Text" that will contain all of your text within the artboard. Useful text contained within the illustrator document packaged within this zip file includes:
  - ○ Title of the twitter card:
    - ■ Font: Myriad Pro (Regular)
    - ■ Size: 25pt
    - ■ Color Code: #daedec
  - ○ Text discussing lack of non-binary representation:
    - ■ Font: Myriad Pro (Regular)
    - ■ Size: 16pt
    - ■ Color Code: #6d6d6c
  - ○ Text describing sources:
    - ■ Font: Myriad Pro (Regular)
    - ■ Size: 16pt
    - ■ Color Code: #343332
  - ○ Emphatic Circle Text:
    - ■ Font: Myriad Pro (Regular)
    - ■ Size: 16pt
    - ■ Color Code: #ceeae7
    - ■ Size: 25pt
    - ■ Color Code: #ffcc3b
    - ■ Size: 25pt
    - ■ Color Code: #1fb199
- Layers included within the attached illustrator document are stacked in a manner that allows for text, shapes and logos to appear in their proper place, on top of the appropriate background.

The Data

This project uses several sources of data to connect the lived experiences of women to their representation in the urban landscape. It relies heavily on the data collected by the GeoChicas of male and female street names across various cities. This data is available on the GeoChicas Github.

In order to help people connect with the Geochicas gendered street data in different ways, the #putusonthemap campaign approached the statistics from a two new perspectives. First, by visualizing the difference in the total length of streets named for men and women, which is contrasted against the population of women in the city. Next, by creating a visual showing the city map being stripped from all streets to only those named after women, highlighting how little of the urban landscape women are made to feel welcomed through representation.

To investigate the lived experiences of women, data pertaining to the socio-economic position of women within cities of the #putusonthemap campaign were explored. For the purposes of the #putusonthemap twitter campaign, data regarding city government employees and unpaid labor were used to visualize the "hidden" contributions of women to Barcelona and Buenos Aires respectively. However, as city governments continue to collect information, data that includes gender categorizations can be extremely useful in exploring and comparing the lived experiences of women to their level of representation within urban environments. Both Barcelona and Buenos Aires have open data portals containing data across various themes, and are worth further exploration:

- Barcelona Open Data Portal
- Buenos Aires Open Data Portal

Useful Resources
- Data Analysis & Visualization:
  - Data Wrapper
  - Giphy
  - Tableau
- Social Media Mock-up:
  - Tweetgen
- Alternative to Illustrator
  - GIMP (GNU Image Manipulator Program)