Term Project

Milestone 3 - Project Task 3: Blog Post

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Blog Post Summary

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The goal of this milestone was to create a blog post to be used for online news sources, social media, etc. The storytelling framework I used to create the blog post comes from the author of the book, *Storytelling with Data*.

In the beginning of the post, I relayed a story of a group of women deciding on taking a trip together. In that decision making process they had to decide whether to drive or fly. As the women talked, there was discussion about what they had heard in the news recently regarding travel. This was an attempt to grab the reader and set the stage for the visualizations.

The next section talks about various data gathered to validate the idea of flying, despite the current events outlined by the women. I decided to place a few of the visualizations to the right of the blog post and referred to them in the text to keep from extending the length of the post. In my visualizations I touched on important points by using contrasting color, such as white on black, arrows and even a heart shape to draw the readers eyes to those components. I restated what each of the visualizations was portraying to avoid any confusion for the reader.

The conclusion of my post reiterated my companies commitment to those who fly and outlined future ideas on how to continue to provide the best service in the flying industry. I referred to the girls night out and asked the reader to consider flying with us.

The information in the blog post differed from the previous internal campaigns by taking the visualizations and narrowing it down to specific important components of each chart. These are the areas we want the reader to process. Overall if we can show the audience that we are committed to safety and identify a downward trend in fatal events, we can build confidence in their choice to fly. Ethical considerations were to convey the reality of the fatalities. Even though they are very low for flying in relationship to vehicle fatalities, the reader needs to understand they do still happen. When storytelling, it’s important to avoid conflict around race or religion for the good of the company your posting for.