FracTracker Alliance

GOALS
To reach a larger audience with data about fracking and energy use.
Issues: Water, Gas, Oil, Air Quality
"The choir" Reach younger people who are convinced that data is true.
Reach older people who are not convinced data is true.

1. **Branding -- deliverable PDF Style Guide (one page)**

Who should the branding speak to?
What is the message?

2. **Infographics - files for print and digital distribution, not 11x17, large format**
    What data?
    What content?
    Any copy?
    Specs -- dimensions, resolution

3. **Archive User Interface -- make files more available, easier to use**
    Ted will provide archive list/site map

4. **Animation**
    What content? Ted will provide more info about content.
    Teams will determine based on content?

5. **Social Media/Strategy**
    Reach younger audience; convert existing assets for distribution on most effective social media platforms