



Visual Impact Documentation

Targeted Training Guide for CSOs

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Communicating for Impact: Moving Beyond Activities to Outcomes

Challenge Identified: "Understanding how to communicate for impact" and "How do we move from just showing photos/videos to telling a compelling story of impact?"

Key Strategies:

Focus on Transformation, Not Just Action

- Document the "before" situation clearly
- Capture the intervention process
- Show the "after" results with measurable changes
- Include beneficiary testimonials or reactions

Key Strategies:

The Impact Story Formula:

- **Context:** What was the problem or need?
- **Action:** What did your organization do?
- **Change:** What specific difference did it make?
- **Evidence:** How can you prove this change occurred?

Key Strategies:

Visual Elements That Speak Impact:

- **Close-up shots** of individuals showing emotion or engagement
- **Wide shots** that show scale and reach of your work
- **Before/after** comparisons in the same location
- **Data visualizations** showing measurable outcomes
- **Tools, materials, or infrastructure** your work provided

Video Content Strategy: Length and Structure Guidelines

Challenge Identified: "What is the best length and structure for videos in donor/funder reports vs. social media?"

Video Length Guidelines:

For Donor/Funder Reports::

- **Length:** 3-5 minutes maximum
- **Structure:**
 - Opening (15 seconds): Problem statement
 - Middle (2-3 minutes): Your solution and implementation
 - Closing (30-45 seconds): Results and future plans
- **Style:** Professional, data-driven, comprehensive

Video Length Guidelines:

For Social Media:

- **Length:** 30-90 seconds for maximum engagement
- **Structure:**
 - Hook (first 3 seconds): Compelling visual or statement
 - Story (middle): Quick problem-solution narrative
 - Call-to-action (last 5 seconds): What you want viewers to do
- **Style:** Emotional, personal, shareable

Mobile Video Best Practices:

- Always shoot **horizontally** for professional reports
- Use **vertical format only** for social media stories
- Ensure **good audio quality** - use external microphone if possible
- Keep camera **steady** - use both hands or a tripod
- Film in **good lighting** conditions

Creating Compelling Content: Design and Clarity

Challenge Identified: "Creating content," "designs with a high level of clarity," and "Record Designs"

Design Principles for Impact:

Visual Hierarchy:

- Use size, color, and positioning to guide the viewer's eye
- Most important information should be largest and most prominent
- Create clear pathways through your visual content

Design Principles for Impact:

Color Psychology for Impact:

- **Green:** Growth, progress, environmental work
- **Blue:** Trust, stability, health initiatives
- **Orange/Yellow:** Energy, optimism, education programs
- **Red:** Urgency, emergency response, advocacy

Design Principles for Impact:

Typography for Clarity:

- Use maximum 2 font families per design
- Ensure high contrast between text and background
- Keep body text at least 12pt for readability
- Use bold sparingly for emphasis only

Design Principles for Impact:

Layout Best Practices:

- Follow the rule of thirds for photo placement
- Leave white space - don't overcrowd designs
- Align elements consistently
- Use grids to organize information

Audience Engagement Strategies

Challenge Identified: "Getting the right Audience to Engage"

Targeting Your Visual Content:

Know Your Audience:

- **Donors:** Want to see measurable impact and financial accountability
- **Beneficiaries:** Want to see themselves represented respectfully
- **General Public:** Want emotional connection and clear calls to action
- **Government/Partners:** Want evidence of effectiveness and scalability

Targeting Your Visual Content:

Platform-Specific Strategies:

- **Facebook:** Longer captions with storytelling, community building
- **Instagram:** High-quality visuals, behind-the-scenes content
- **LinkedIn:** Professional achievements, partnership announcements
- **WhatsApp:** Direct, personal updates for close supporters

Targeting Your Visual Content:

Engagement Techniques:

- Ask questions in your captions
- Use relevant hashtags (research what your audience follows)
- Post consistently at optimal times for your audience
- Respond promptly to comments and messages
- Share user-generated content when appropriate

Bridging Data and Visual Representation

Challenge Identified: "Bridging data evaluation and visual representation to project optimal reporting and data presentation"

Making Data Visual and Compelling:

Simple Data Visualization:

- Use bar charts for comparisons
- Use pie charts for parts of a whole (limit to 5 segments)
- Use line graphs for trends over time
- Use infographics to combine data with visuals

Making Data Visual and Compelling:

Mobile-Friendly Data Tools:

- **Canva:** Pre-made infographic templates
- **Google Sheets:** Basic chart creation
- **Piktochart:** Simple infographic maker
- **Adobe Spark:** Quick data visualization

Targeting Your Visual Content:

Data Storytelling Framework:

1. **Context:** Why does this data matter?
2. **Insight:** What does the data reveal?
3. **Action:** What should be done based on this data?

Combining Photos with Data:

- Overlay statistics on relevant photos
- Create before/after comparisons with numbers
- Use icons and symbols to represent data points
- Include human faces alongside statistics to maintain emotional connection

Report Writing with Visual Integration

Challenge Identified: "Report writing"

Visual Report Structure:

Executive Summary (1 page):

- Key statistics prominently displayed
- 2-3 powerful impact photos
- Clear, bold headings

Visual Report Structure:

Main Content:

- One key visual per major section
- Data charts integrated with explanatory text
- Photo captions that reinforce your narrative
- Consistent formatting throughout

Visual Report Structure:

Visual Elements to Include:

- Maps showing geographic reach
- Timeline graphics showing project progression
- Testimonial quotes with beneficiary photos
- Financial charts showing fund utilization
- Impact metrics displayed prominently

Quick Reference: Mobile Photography Checklist



Before Taking Photos:

- Clean your phone lens
- Check lighting conditions
- Consider your background
- Think about your story angle

While Shooting:

- Use both hands for stability
- Tap to focus on your main subject
- Take multiple shots from different angles
- Capture both wide and close-up shots

After Shooting:

- Review and select best images immediately
- Add captions with context while memory is fresh
- Back up important photos to cloud storage
- Edit for clarity and impact using mobile apps

Recommended Free Tools:

- **Photo Editing:** Snapseed, Adobe Lightroom Mobile
- **Video Editing:** InShot, CapCut
- **Design Creation:** Canva, Adobe Spark
- **Data Visualization:** Google Sheets, Canva charts
- **Organization:** Google Photos, Dropbox

Ethical Reminders

- Always obtain consent before photographing individuals
- Represent beneficiaries with dignity and agency
- Avoid "poverty porn" - don't exploit suffering for donations
- Be culturally sensitive in your visual choices
- Protect privacy - avoid showing identifying information without permission

Thank You!

