

# Data Tips

---

## **Data Tip #1: Be Patient and Polite**

Your data request may seem reasonable to you, but it may not be at your data contact's fingertips.

## **Data Tip #2: Thank your data sources**

Thanking a data source, even if it is their job, establishes a good-further relationship that you will be able to draw on in the future.

## **Data Tip #3: Start Early!**

Give yourself plenty of time to collect the needed data.

## **Data Tip #4: Use the most recent data you can**

If only older data are available, be sure to make a note that you are using "the most recent data available."

## **Data Tip #5: Check and double check your numbers**

Check your numbers against the original data sources. Errors in reports or tables can ruin credibility.

## **Data Tip #6: Make presentation of the data understandable and meaningful**

Too much data can overload your audience. Focus on the highlights.

## **Data Tip #7: Do a test run.**

Have someone review your graphs, charts and tables before you "go public" with the information.