

**Coronavirus  
Visualization Team**  
*2020 Media Kit*

# Who We Are

**The Coronavirus Visualization Team (CVT)**, founded out of Harvard, is a nonprofit, crowdsourced student network seeking to disseminate information surrounding the COVID-19 pandemic; we do this in an effort to combat the current "infodemic"— a trifecta of information overload, inaccurate information, and misleading data visualizations.

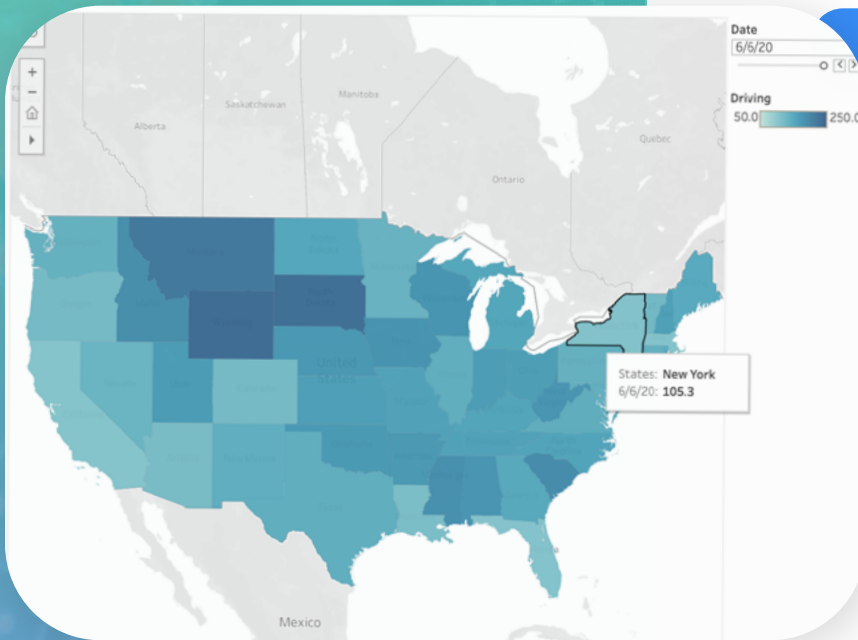
In response to this infodemic, CVT strives to create clear, reliable, and actionable data visualizations for the general public. CVT approaches the "infodemic" by getting students involved in research, forming partnerships with the infodemic's frontline workers, and utilizing media for amplification. CVT provides opportunities to the Coronavirus Visualization Community's (CVC) 1,100+ members, who hail from over 100 universities and live across 20 time zones.



# Our Work

Most students are unable to develop a vaccine for COVID-19 or put a patient on a respirator, so CVT empowers students across the globe to create empirical data visualizations that educate the public on the pandemic's ongoing impact.

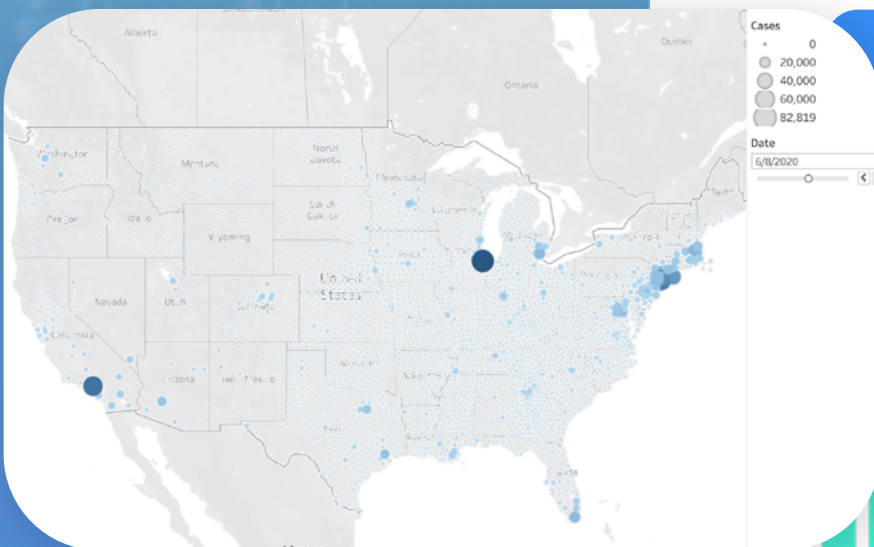
CVT data visualizations have a focus on accessibility and clarity; all data is open-source and publicly available on the CVT website, newsletter, Medium, and social media platforms. CVT data visualizations display information from multiple, often overlooked angles such as climate implications, socioeconomic factors, and societal aspects.



## Apple Daily Mobility Data

Author: **Lucas Chu**

Where Numbers are Volume of Direction Requests Relative to Baseline Volume on January 13th, 2020, set to 100.



## Cases and Deaths

Author: **Camden Shultz**

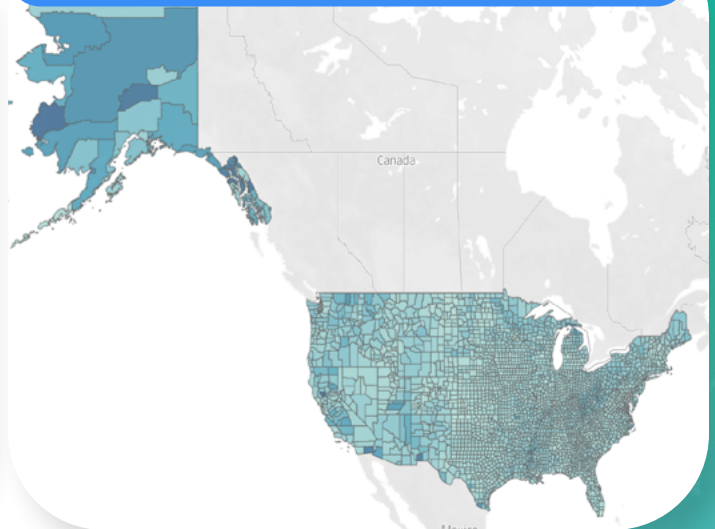
Retrieved from USA Facts (Live Updating)

## Socioeconomic Factors and Coronavirus By Ward in the District of Columbia



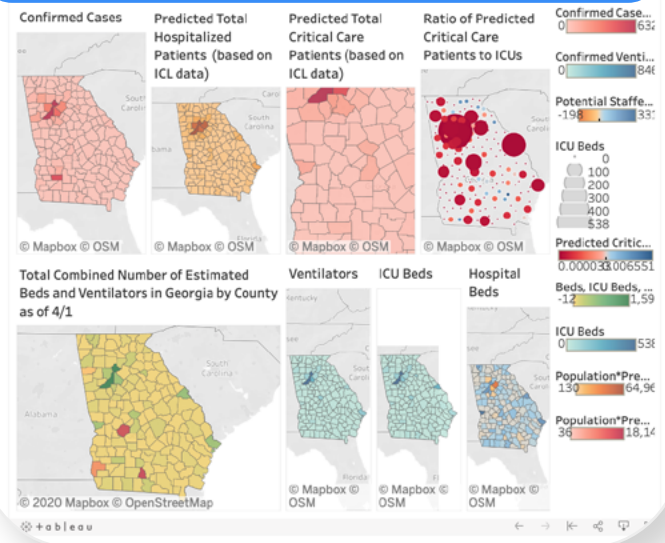
Author: **Melissa Jones**

## Unemployment Rate by County as of February 20th



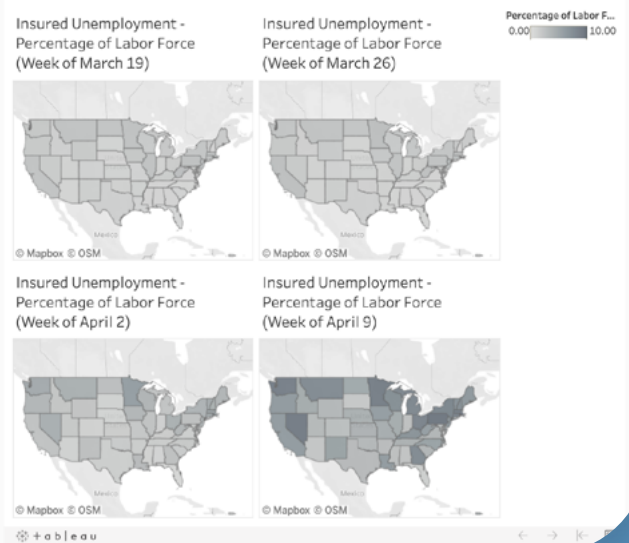
Author: **Lucas Chu**

## Coronavirus Cases in Georgia (April 1st Snapshot)



Author: **Lucas Chu**

## Insured Unemployment - Percentage of Labor Force (March 19 - April 9)



Author: **Ian Chen**

CVT is comprised of data scientists, digital analysts, data visualizers, media/market researchers, and a variety of other specialists who collectively enable CVT to fulfill its mission of battling the infodemic.

**There are 6 key CVT focus areas under which the majority of our 25+ published projects fall:**

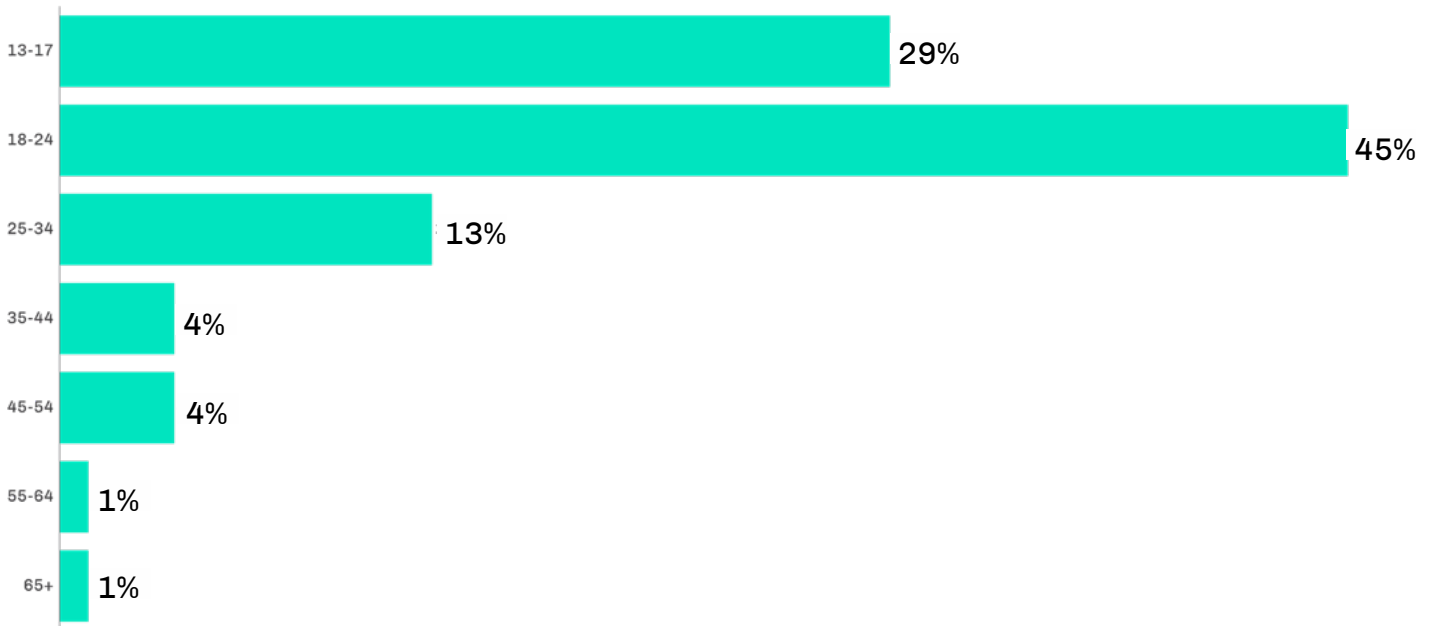
General Visualization Projects  
Multidisciplinary Projects  
Correlatory Examinations

Extension Projects  
Software Development  
Economic Implications Projects

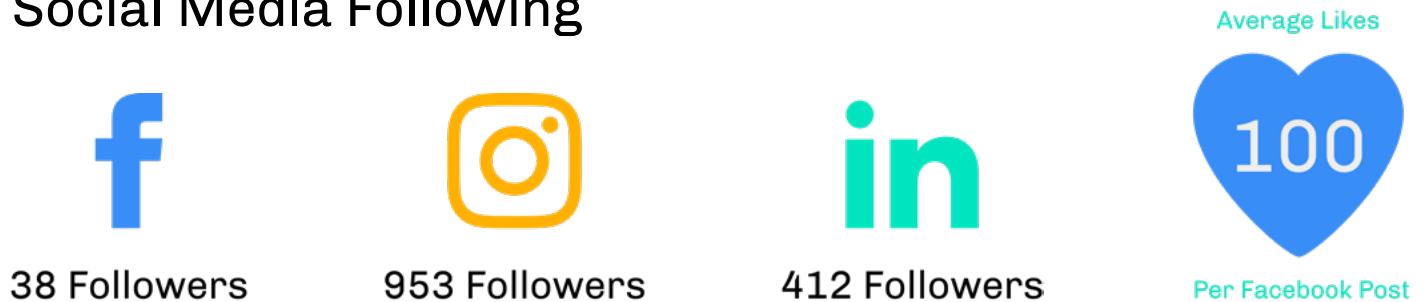
# Social Media Stats

CVT social media platforms help grow the reach of our data visualizations e.g. nearly 1,000 Instagram followers, over 50 posts on Instagram, Twitter, and Facebook, an average of 100 likes per Instagram post, and 387 followers on LinkedIn.

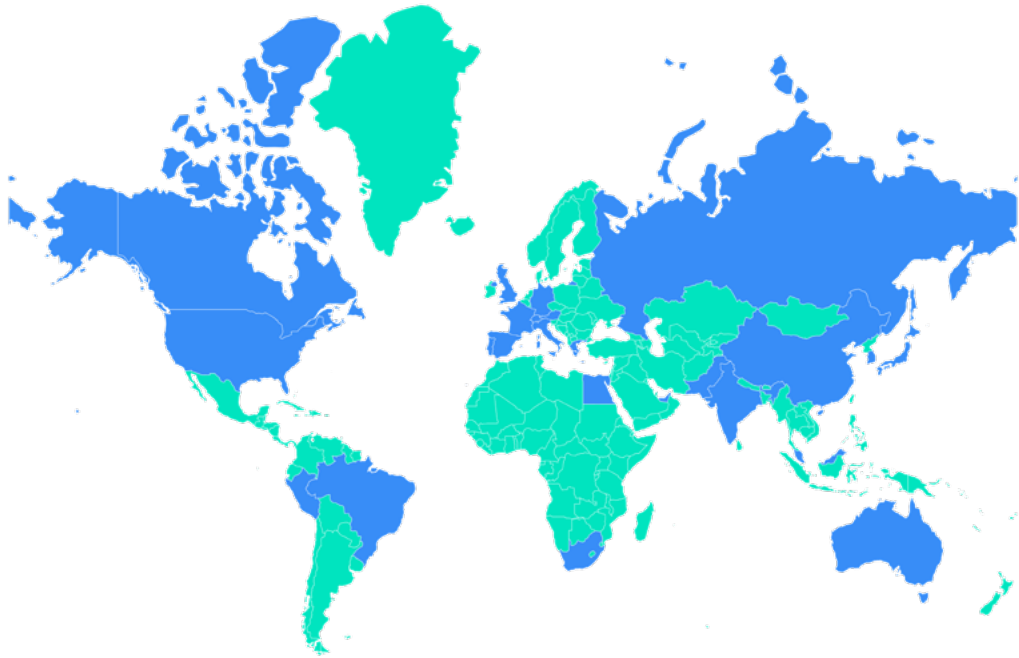
## Age Demographic



## Social Media Following



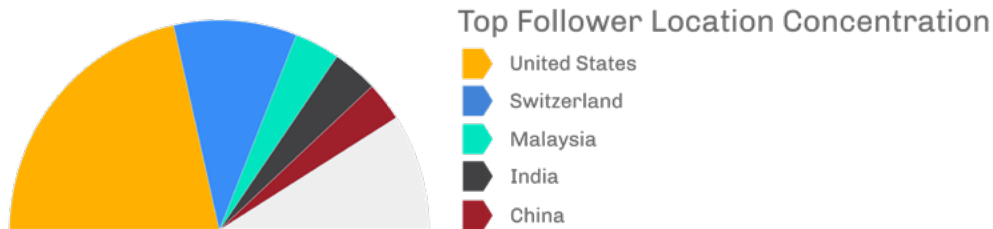
# Global Presence



950+ Followers in 28 Countries

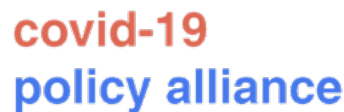
**11** thousand  
Average Weekly Content Impressions

**620**      **903**  
Average Profile Visits Per Week      Average Users Reached Per Week



# Partnerships

All in all, CVT is engaged in 25+ partnerships with non-profit, academic, and research organizations. Current partners include Harvard Innovation Labs, Harvard Center for Geographic Analysis, MIT Innovation Initiative, Georgia Tech College of Computing, the COVID Foundation, and more. Over 350K articles of PPE have been donated through CVT's partnership with Supplycrate. Together, we work toward accomplishing mutual goals like supporting frontline workers.



# How We Work

## Onboarding

Leads: **Community Managers**



Videos



Community Managers

## Choice N° 1: Join Team/Project

Project Leads/Directors:  
**Michelle, Ipseeta, Abishanka**



View Pipeline Projects



View/Join Teams

## Choice N° 2: General Viz. Project

Leads: **Kripa, Scott**



Breaking News + Insights(\*)



Infographics, APIs, More Advanced Modeling

(\*)

1. **Provide ideas/suggestions** for new members to make postable viz
2. **Incentives** - If member creates 2-3 visualizations and has a clear direction + interest in the direction they want to proceed in

→ [project planning team](#)

## Support

Lead: **Kripa**



Videos



Support Team

## Slack Workflows

Lead: **Scott**



Automation and support requests



Visualization suggestion requests

## Project Planning

Lead: **Kelly & Varshini**

1. **Goal** - Help project leads plan and recruit talent for projects, create deliverable schedule, and assign representatives for new projects
2. **Decide** - What resources, mentorship, and partnerships will this project need for success

## Project Planning

Lead: **Kelly & Varshini**

3. **Strategize** - How do project leads plan to incentivize members and carry out their goals
4. **Connect** - Create connections between the Project Leaders & Managing Directors and other recruiting teams, special social media and recruiting.





# Vision for the Future

CVT intends to elevate its impact and grow sustainably as an organization. By September, we aim to supply 50 internships, gain 50,000 followers on social media, onboard 500 CVT members and 5,000 CVC members, obtain \$500,000 in funding, and achieve 5,000,000 data visualization



**Onboard**  
500 CVT members  
5,000 CVC members



50,000 Followers on Social Media

Achieve



5,000,000  
Data Visualization Views



**Funding**



\$500,000

**50**  
More Internships  
Supplied

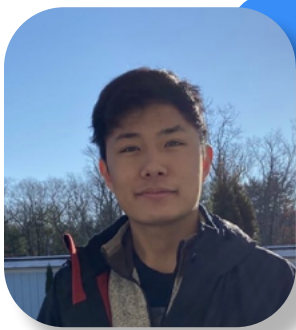


# Contact Us

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## Stay Updated



@joincvt



@joincvt



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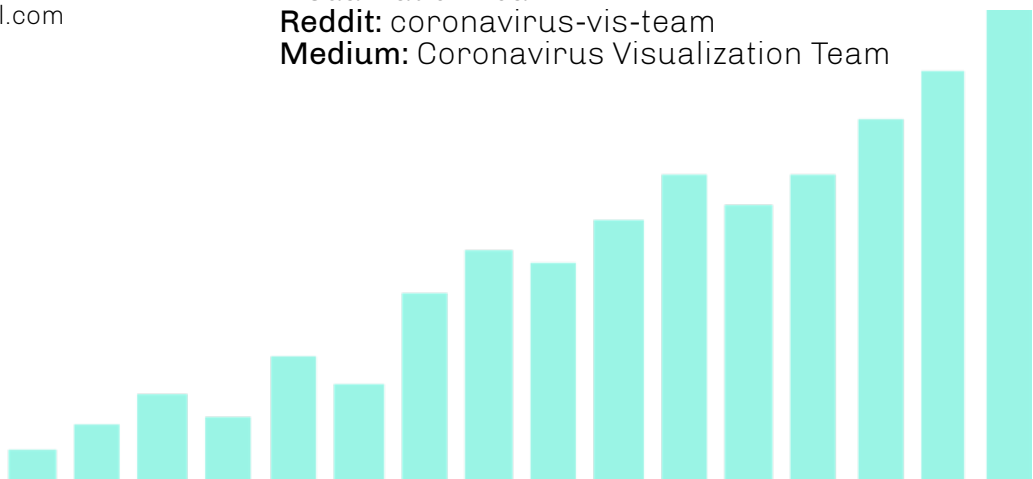
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## Also find us on:

**GitHub:** Coronavirus  
Visualization Team

**Reddit:** [coronavirus-vis-team](https://www.reddit.com/r/coronavirus-vis-team)

**Medium:** [Coronavirus Visualization Team](https://medium.com/coronavirus-visualization-team)



[understandcovid.org](https://understandcovid.org)