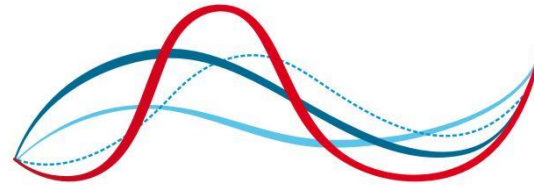




EUROPEAN
MASTER IN
OFFICIAL
STATISTICS
EMOS



DRŽAVNI ZAVOD ZA STATISTIKU
CROATIAN BUREAU OF STATISTICS

eurostat 

From books to social media, from general public to specific user groups

Content

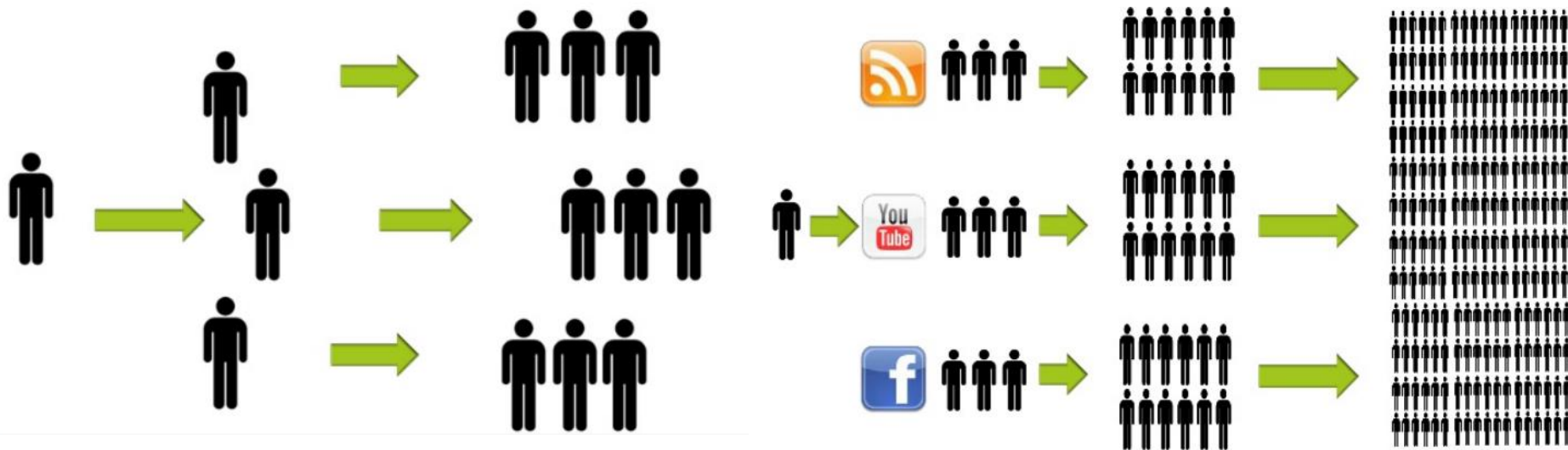
Part 1 – SOCIAL MEDIA

- Understanding social media
- On-line communication strategy
- Why content is the king?
 - ✓ Tips and ticks
 - ✓ Best practices used in European NSI's
- Analytics
- Q&A



Social networks

- most popular forms of online communication for prompt communication and exchange of multimedia content



spreading information **BEFORE**
social networks

spreading information **AFTER**
social networks

Ignore it or not?

ignoring
social media
does not make
you **invisible**



Internet and social media

JAN 2018

DIGITAL IN EUROPE IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION



843
MILLION

URBANISATION:
74%

INTERNET USERS



674
MILLION

PENETRATION:
80%

ACTIVE SOCIAL MEDIA USERS



448
MILLION

PENETRATION:
53%

MOBILE CONNECTIONS



1,106
MILLION

vs. POPULATION:
131%

ACTIVE MOBILE SOCIAL USERS



376
MILLION

PENETRATION:
45%

World – annual growth of social media users +13%

18

SOURCES: POPULATION: UN TO ESTIMATES; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLD STATISTICS; MOBILE: STATISTA; ACTIVE MOBILE SOCIAL: HOOITSUITE; URBANISATION: EUROPEAN COMMISSION; PENETRATION: HOOITSUITE. NOTE: PENETRATION FIGURES ARE % OF THE POPULATION.

JAN 2018

ANNUAL DIGITAL GROWTH IN EUROPE

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS



+6%

SINCE JAN 2017

+37 MILLION

ACTIVE SOCIAL MEDIA USERS



+8%

SINCE JAN 2017

+32 MILLION

MOBILE CONNECTIONS



+0.5%

SINCE JAN 2017

+5 MILLION

ACTIVE MOBILE SOCIAL USERS



+8%

SINCE JAN 2017

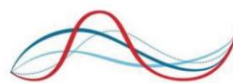
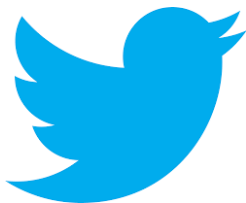
+27 MILLION

World – 3.2 billion active social media users (42% of total population)

19

SOURCES: POPULATION: UN TO ESTIMATES; U.S. CENSUS BUREAU; INTERNET: INTERNET WORLD STATISTICS; MOBILE: STATISTA; ACTIVE MOBILE SOCIAL: HOOITSUITE; URBANISATION: EUROPEAN COMMISSION; PENETRATION: HOOITSUITE. NOTE: PENETRATION FIGURES ARE % OF THE POPULATION.

Usage of social networks in European NSI's



DRŽAVNI ZAVOD ZA STATISTIKU
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Most popular social networks in European NSI's



- 26 NSI's use TW
- 25 NSI's tweet in official language
- 13 NSI's have additional account in English
- **Netherlands** - the highest rate of followers in comparison with the total population - 0,7%



- 22 NSI's use FB
- **Estonia** - the highest rate of FB fans in comparison with the total population - 0,3%



- 14 NSI's use YT

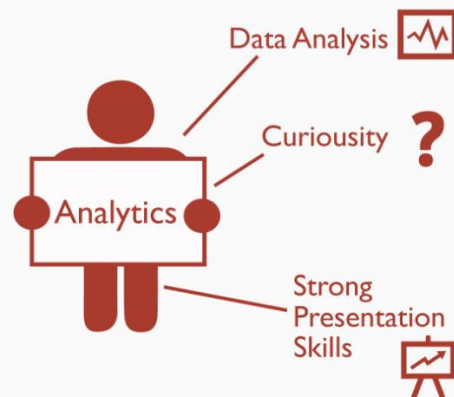


Plan goals, create a vision, set a STRATEGY

- Brand identity (who you are?)
- Plan goals (what you want to achieve?)
- Create vision (what you want to be?)
- Get acquainted with your target audience (who are you talking to? what are they seeking for?)
- Find the benefits of your products and services – how they affect current and potential users (facilitate life? solve potential problem?)
- Highlight the difference from others (shareholders, partners, similar institutions)
- Production of content (what? how? who?)
- Editor calendar (when?)
- Building community (how to start?)



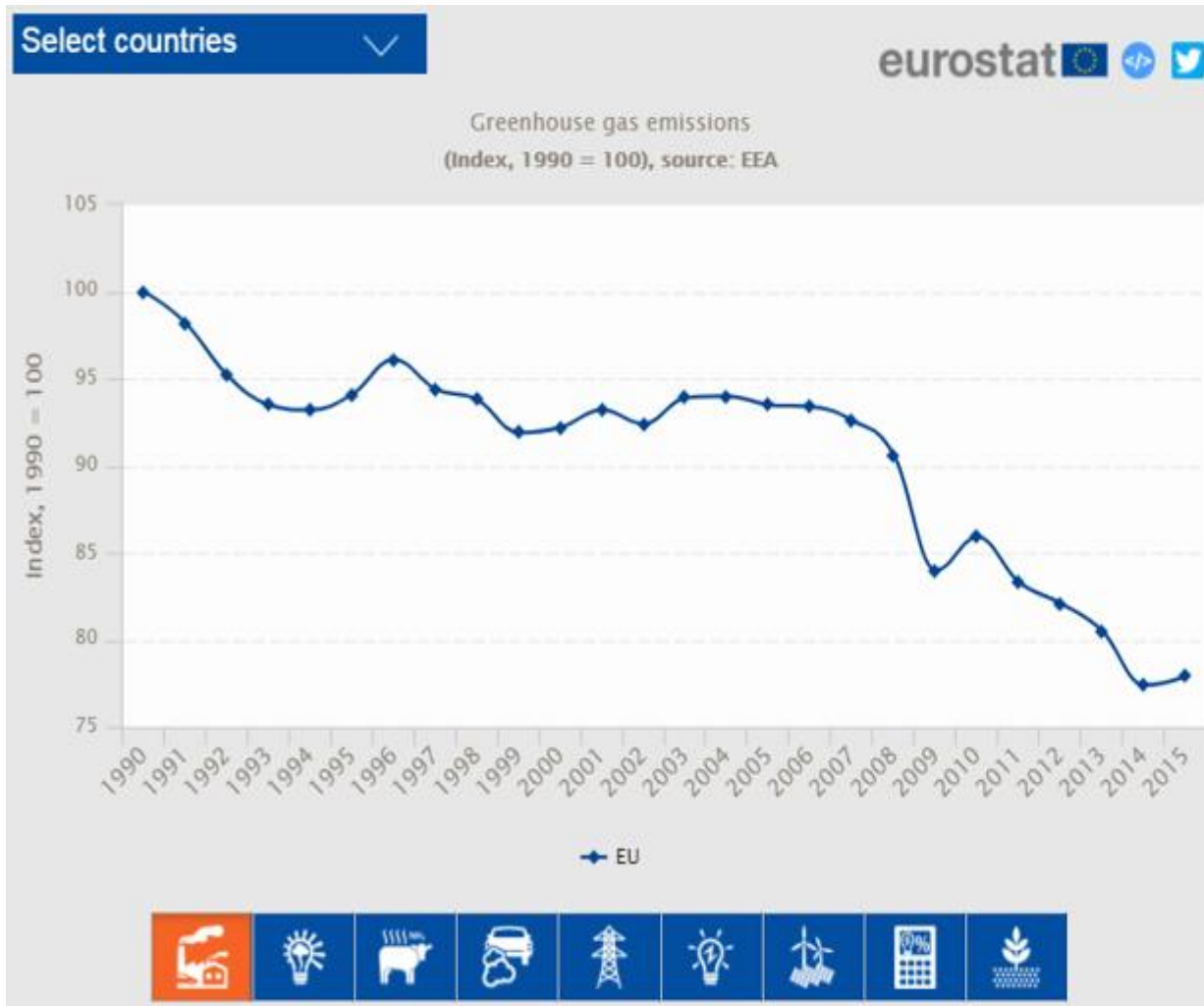
Who is CM (Community Manager)?



Social media content

Try to find 4 U's themes

- **Useful, Urgent, Unique, Ultra-specific**



European Statistics


Svida vam se stranica - 10. travnja - €

🌍 Climate change concerns all of us. Do you know which are its main drivers or how your everyday habits make a difference?

Use Eurostat's new interactive tool to see how the key indicators related to climate change have recently evolved in the EU and its Member States [➔](http://ec.europa.eu/eurostat/web/climate-change/visualisations)
<http://ec.europa.eu/eurostat/web/climate-change/visualisations>

 Svida mi se  Komentiraj  Podijeli 

  43

Kronološki 

Podijeljeno 5 puta

1 komentar



Hanna Biro Yep, animal agriculture or in other words people who think we need to eat meat (and other animal based 'food' like cow's beats milk) to survive, bc we need it for protein. Even though only plants can produce protein... 🙏

Svida mi se - Orlovac - 6 d



Komentirajte...



Social media content

The 5 C's of good post

- **C**lear, **C**oncise, **C**ompelling, **C**redible, **C**onnected to the real world



The infographic is split into two vertical panels. The left panel has an orange background and the right panel has a red background. Both panels feature a grid of white human icons. The left panel is labeled '12 women' and the right panel is labeled '12 men'. The SCB logo is in the top left corner. The text 'SWEDISH GOVERNMENT' is at the top.

Source: Occupational Register 2014, Statistics Sweden

European Statistics
Published by Maja Islam [?]
Like This Page · 6 March · Edited · €

The current Swedish government is a great example of gender equality at work. For data related to Swedish elections see <http://www.scb.se/en/finding-statistics/statistics-by-subject-area/democracy/> SCB - Statistiska centralbyrån

Tag photo Add location Edit

11,792 people reached **Boost Post**

Like Comment Share

Shahnaz Rafique, Laura Elin and 82 others

40 shares

Write a comment...

Respect two way communication

- Allow questions, comments, discussions, reviews
- Make response time as short as possible
- Keep it informal
- Ask for feedback

BUT

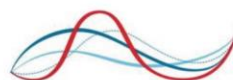
- Avoid sensitive topics such as politics, sexuality, using prejudices

"A brand is no longer what we tell the customer it is - it is what customers tell each other it is."

- Scott Cook



Use data visualisations - videos

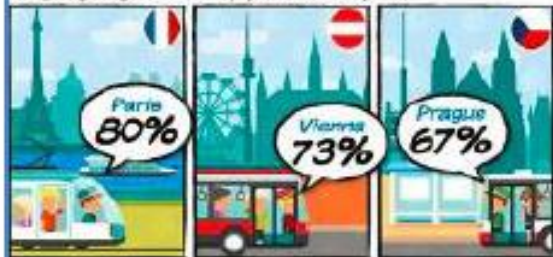


Use data visualisations - infographics

EU cities on the move

Top 3 Capitals

People going to work by public transport



People going to work by car



People going to work by bike



People going to work on foot



European Statistics

Published by Maja Islam [?]

Page Liked · 19 September · 🌐

How do you travel to work or your training place? Find out what are some of the most common modes of transport in EU capitals' in 'EU cities on the move', a Eurostat infographic prepared on the occasion of #EuropeanMobilityWeek. Access the 2015 data at europa.eu/!Dn66Qc, or download the infographic at <http://ec.europa.eu/eurostat/news/themes-in-the-spotlight>

📍 Tag photo

📍 Add location

✎ Edit

14,700 people reached

Boost Post



Like



Comment



Share



👍❤️ 110

Chronological ▾

44 shares

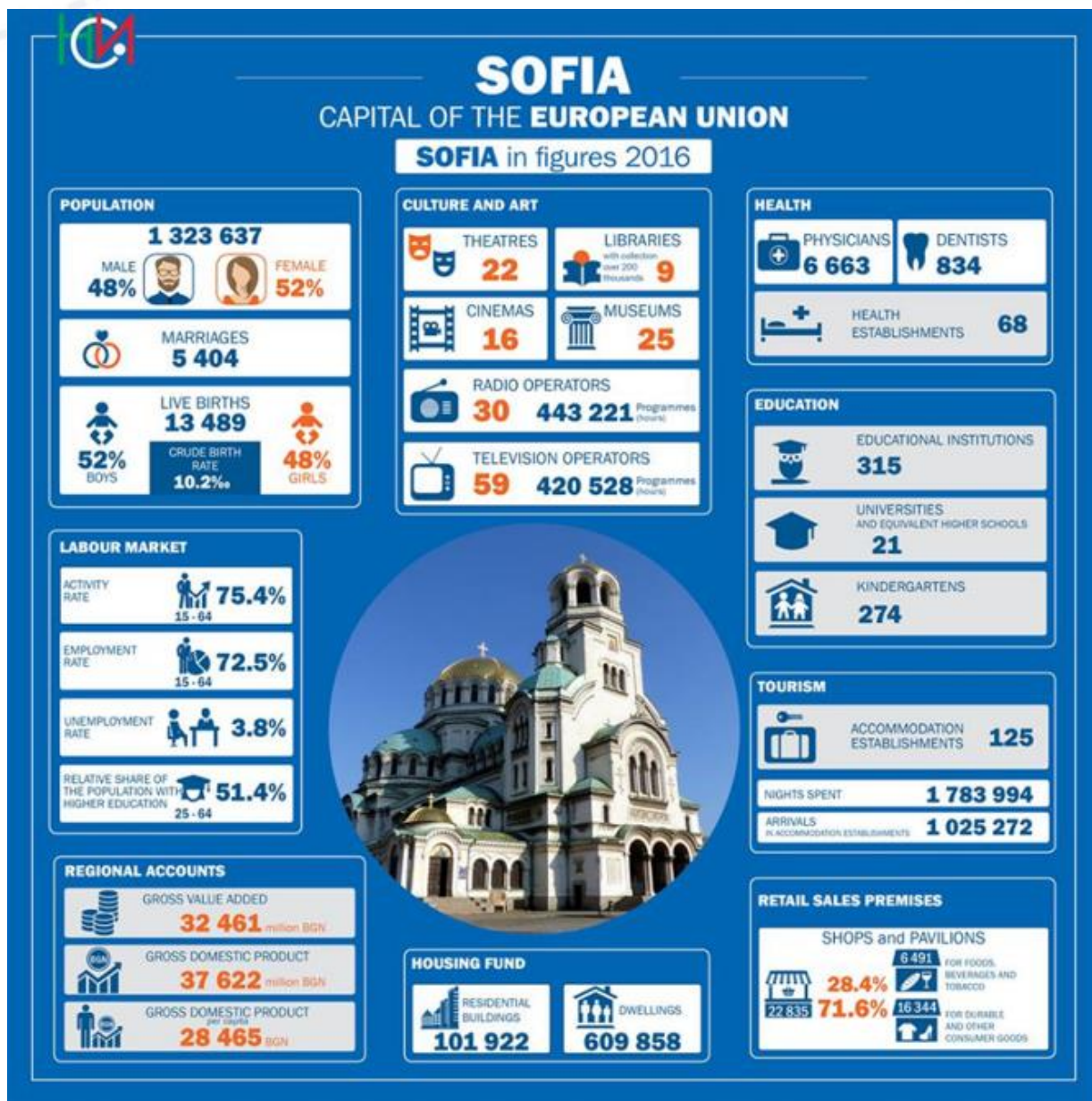
3 comments

Make editorial calendar

- planing and drafting content for upcoming releases

Publish date	Publish day	International day	Author	Original copy	Link	Content type	Status	Boost
7.4.2018	Saturday	World Health Day	Croatia	How would you rate your health - very good, good, fair, bad or very bad? 67,5% of EU citizens perceive their own health as very good or good ✓ Get more EU figures on self-perceived health → http://ec.europa.eu/.../inde.../Self-perceived_health_statistics #WorldHealthDay	http://ec.europa.eu/eurostat/statistics-explained/index.php/Self-perceived_health_statistics	Static infographic	Finalized and available	
8.4.2018	Sunday							
9.4.2018	Monday		Italy	The Italian National Statistical Institute (Istat) and Ministry of Economic Development took a closer, statistical look at start-ups. Here are the results		Static infographic	Finalized and available	
10.4.2018	Tuesday		Eurostat	Climate change concerns all of us. Do you know which are its main drivers or how your everyday habits make a difference? Use Eurostat's new interactive tool to see how the key indicators related to climate change have evolved in the EU and its Member States recently → http://ec.europa.eu/eurostat/.../climate-change/visualisations		Static image	Finalized and available	
11.4.2018	Wednesday							
12.4.2018	Thursday							
13.4.2018	Friday		Bulgaria	On April 3, 1879, Sofia was declared the capital of Bulgaria. Today, Sofia is a symbolic capital of the European Union as Bulgaria holds the Presidency of the Council of the European Union. How much do you know about Sofia? Get the key figures in this infographic by the Bulgarian National Statistical Institute		Static infographic	Work in progress	

Use multpliers – tag relevant profiles or pages



European Statistics
Svidi vam se stranica · 11. travnja ·

Sofia just celebrated its 139th birthday as the capital of Bulgaria last week! Did you know that from January until June of this year, Sofia is the symbolic capital of the European Union as Bulgaria holds the Presidency of the Council of the European Union? Learn more about this beautiful European city in this infographic by the Bulgarian statistical institute! 🇵🇧
НСИ - Национален статистически институт
Българско председателство на Съвета на ЕС - Bulgarian Presidency Council of the EU

Svidi mi se · Komentiraj · Podijeli

Karolina Barbara Karolina i 96 drugih · Kronološki

Podijeljeno 26 puta · 9 komentara

Prikaži još 3 komentara

Alex Hase Tsvetelina Str · Svidi mi se · Odgovor · 5 d.

Stef Kostov Dilyana Pencheva · Svidi mi se · Odgovor · 4 d.

Tsvetelina Str · Svidi mi se · Odgovor · 4 d.

Anna Pe Valeria Nikolova · Svidi mi se · Odgovor · 4 d.

Valeria Nikolova Love my city · Svidi mi se · Odgovor · 4 d.

Komentirajte...

Use highly proactive approach



Office for National Statistics
May 25 · *

How does the UK trade with the EU and the rest of the world? Explore the facts before the EU referendum
<http://visual.ons.gov.uk/uk-perspectives-2016-trade-with-th...>

#UKPerspectives
UK Trade with the European Union and beyond

Explore official statistics behind the key issues in the EU referendum debate

Office for National Statistics

Like Comment Share

Statistics Belgium @Statbel_en · Jun 17
4,102 Irish people in Belgium
#statbel #Euro2016 #BELIRL

Use paid promotion – target specific user groups

View results

Your ad's reach might be lower
Images with a higher proportion of text don't use their budget as efficiently, reaching fewer people. If you believe your image was flagged by mistake, you can ask for a manual review.

Request Manual Review

You targeted **men and women ages 15-65+** who live in **1 location** and have **8 interests**.

Location – Living in:
Croatia

Age:
15-65+

People who match:
Interests: School/University, Secondary school, Learning, Statistic, Mathematics, Education, Teachers' Day or Teacher and Job title: Associate professor, Teacher or Professor

[Hide full summary](#)

This promotion ran for 4 days.

Your total budget for this promotion was 40.00 USD.

Only the person who boosted this post can edit it.

17,307	11,941	\$40.00
People Reached [?]	Engagements	Total Spend [?]


Actions | People | Countries

Video Views	11,941
Link Clicks	59

DESKTOP NEWS FEED MOBILE NEWS FEED MORE ▾

Državni zavod za statistiku
Sponsored · €

Ako Toni Milun kaže da je statistika zanimljiva, onda mu treba vjerovati! Zato prihvatiti izazov i prijavi se na Statističku olimpijadu! Još danas! 😊



Statistička olimpijada - Toni Milun

OLIMPIJADA.DZS.HR [Learn More](#)

79 reactions 4 Comments 8 Shares

[Like](#) [Comment](#) [Share](#)

[Help Centre](#) [Boost Another Post](#) [Close](#)

Use paid promotion – target specific user groups

View results

You targeted **people who like your Page and their friends ages 18-65+** who live in **1 location**.

Location – Living in:
Croatia

Age:
18-65+

People who match:
People who like Državni zavod za statistiku and Friends of connections: Friends of people who are connected to Državni zavod za statistiku

Hide full summary

This promotion ran for **1 day**.

Your total budget for this promotion was **20.00 USD**.

Only the person who boosted this post can edit it.

13,146 People Reached [?]
1,051 Engagements [?]
\$20.00 Total Spend [?]

Actions | People | Countries

Photo Clicks	<div style="width: 100%;"></div>	609
Page Likes	<div style="width: 100%;"></div>	8


Help Centre

DESKTOP NEWS FEED | MOBILE NEWS FEED | INSTAGRAM

Državni zavod za statistiku is 😊 feeling proud.
Sponsored · 🌐

Like Page

Statistička olimpijada odnijela Grand PRix za odnose s javnošću u tijelima državne vlasti Republike Hrvatske 🏆 Hrvatska udruga za odnose s javnošću - HUOJ



355 reactions 15 Comments 11 Shares

Like Comment Share

Boost Another Post Close

Entertain – use quizzes, pools...



How good
are you at
EU statistics?

eurostat 



Post analytics

Post Details



Državni zavod za statistiku

Published by Ana Samaržija [?] · 11 February · 🌐

Oduvijek su postojala zanimanja u kojima žene dominiraju kao i ona u kojima su one manjina. U povodu Međunarodnog dana žena i djevojaka u znanosti provjerili smo koliki postotak istraživača čine žene i ugodno se iznenadili!

Naime, posljednji podaci dostupni za sve države članice EU-a iz 2015. pokazuju da se Hrvatska s 48,9% nalazi iznad europskog prosjeka koji je iznosio 33,4%. Posljednje podatke za 2016. provjerite na našoj infografici.



👤 62,924 people reached

Boost Again

Recent activity

Boosted on 11 February
Audience: Croatia, 18-65+, Interests: International...
By Dragan Sajatovic · Completed

Performance for your post

62,924 People Reached

2,583 Reactions, comments & shares ⓘ

2,062 Like
On post

424 On post

1,638 On shares

143 Love
On post

41 On post

102 On shares

8 Haha
On post

2 On post

6 On shares

14 Wow
On post

5 On post

9 On shares

2 Angry
On post

1 On post

1 On shares

134 Comments
On Post

37 On Post

97 On Shares

224 Shares
On Post

210 On Post

14 On Shares

3,364 Post Clicks

479 Photo views
Link clicks

2 Link clicks

2,883 Other Clicks ⓘ

NEGATIVE FEEDBACK

11 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Page analytics

Facebook interface for "Državni zavod za statistiku" showing Page Analytics for 17 April 2018.

Page: Državni zavod za statistiku

Navigation: Page, Inbox, Notifications, **Insights**, Publishing Tools, Promotions, Help

Overview

- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages
- API

Page Summary Today Export Data

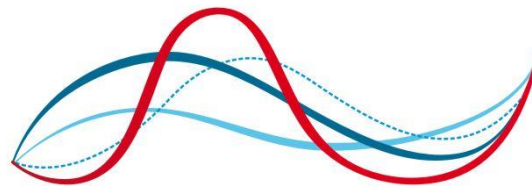
Results from 17 April 2018 - 17 April 2018
Note: Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Legend: Organic Paid

Metric	Value	Change
Actions on Page 16 April - 16 April		We don't have data to show you this week.
Page Views 16 April - 16 April	44	Total Page views ▲159%
Page previews 16 April - 16 April	13	Page previews ▲333%
Page Likes 16 April - 16 April	2	Page likes ▲0%
Reach 16 April - 16 April	5,565	People reached ▲267%
Recommendations 16 April - 16 April		We don't have data to show you this week.
Post engagements 16 April - 16 April	79	Post engagement ▲22%
Videos 16 April - 16 April	2,130	Total video views ▲523%
Page followers 16 April - 16 April	2	Page followers ▲0%

“We don’t have a choice on whether we **DO** social media, **the question is** how well we **DO** it.”

- Erik Qualman



DRŽAVNI ZAVOD ZA STATISTIKU
CROATIAN BUREAU OF STATISTICS

Thank you for your attention!

Maja Pekeč
Croatian Bureau of Statistics
Director of Customer Relations

Tel: +385 (0)1 4806 121
E-mail: pekecm@dzs.hr