

# COMMUNICATING OFFICIAL STATISTICS : RISKS AND OPPORTUNITIES OF BEING ON THE SOCIAL MEDIA

# OUTLINE

- Social networks around the world
- Use of social media by NSO's
- Eurostat: good example of social media use
- Strategies for staying on social networks
- The monitoring and measurement tools
- Lessons learned
- Conclusions



- Social media has changed the way people look for information
- Accessible, versatile, interoperable, reaching diverse audiences:
- Data literate and non-data literate users, media, ambassadors, influencers, stakeholders, politicians and opinion makers
- Messages quickly go viral
- The risk is that to face several reputation management issues

# SOCIAL NETWORKS AROUND THE WORLD



World population: 7.81 billion people

People using cell phones: 5.20 billion

Internet users: 4.66 billion

Social media users: 4.14 billion

Source: <https://wearesocial.com/digital-2021>

# SOCIAL NETWORKS AROUND THE WORLD

**OCT  
2020**

## SOCIAL MEDIA USE AROUND THE WORLD

THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS



**4.14**  
BILLION

SOCIAL MEDIA  
PENETRATION (USERS  
vs. TOTAL POPULATION\*)



**53%**

ANNUAL GROWTH IN  
THE TOTAL NUMBER OF  
SOCIAL MEDIA USERS



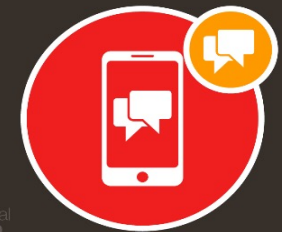
**+12.3%**  
**+453 MILLION**

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



**4.08**  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**99%**

48

**SOURCES:** KEPIOS ANALYSIS; SOCIAL MEDIA COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN OCTOBER 2020). **\*NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.  
**◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we  
are  
social



**Hootsuite®**

# SOCIAL NETWORKS AROUND THE WORLD

- Time spent on the Internet by users in 2020 grew significantly: average time approaching 7 hours
- Social media contribute about 2.5 hours, over a third of total time spent on the internet
- With Covid, what's happened? Nearly all major social platforms "benefited" from this period, posting strong growth numbers
- Instagram saw the most significant growth between July and September 2020, also registering more new users than Facebook, in terms of respective growth tracked over the same period

# IMPORTANCE OF USE OF SOCIAL NETWORKS BY NSOs

- **National Statistical Institutes are an important source of information** for measuring the economic and social evolution of a Country, also with respect to the rest of Europe and the world
- **Increasing public participation and involvement on social channels:** a necessary step to change the way statistical information is communicated and packaged
- **The use of social media has made statistics more accessible** to a broader, less professionalized audience of users and their use by statistical agencies around the world has increased in recent years
- **Data communication is no longer linear** but multi-directional, multi-channel, multi-participant, immediate and interactive

# THE SOCIAL MEDIA PRESENCE IN THE ESS

- The first evidence that emerges is the pervasiveness of the social network: in 2020, 28 out of 31 statistical institutions that make up the European Statistical System have at least one channel.
- The panorama returns the primacy granted to **Twitter** with 24 accounts, followed at a distance by **Facebook** (19), **Linkedin** (17) **Youtube** (13) and **Instagram** (9).

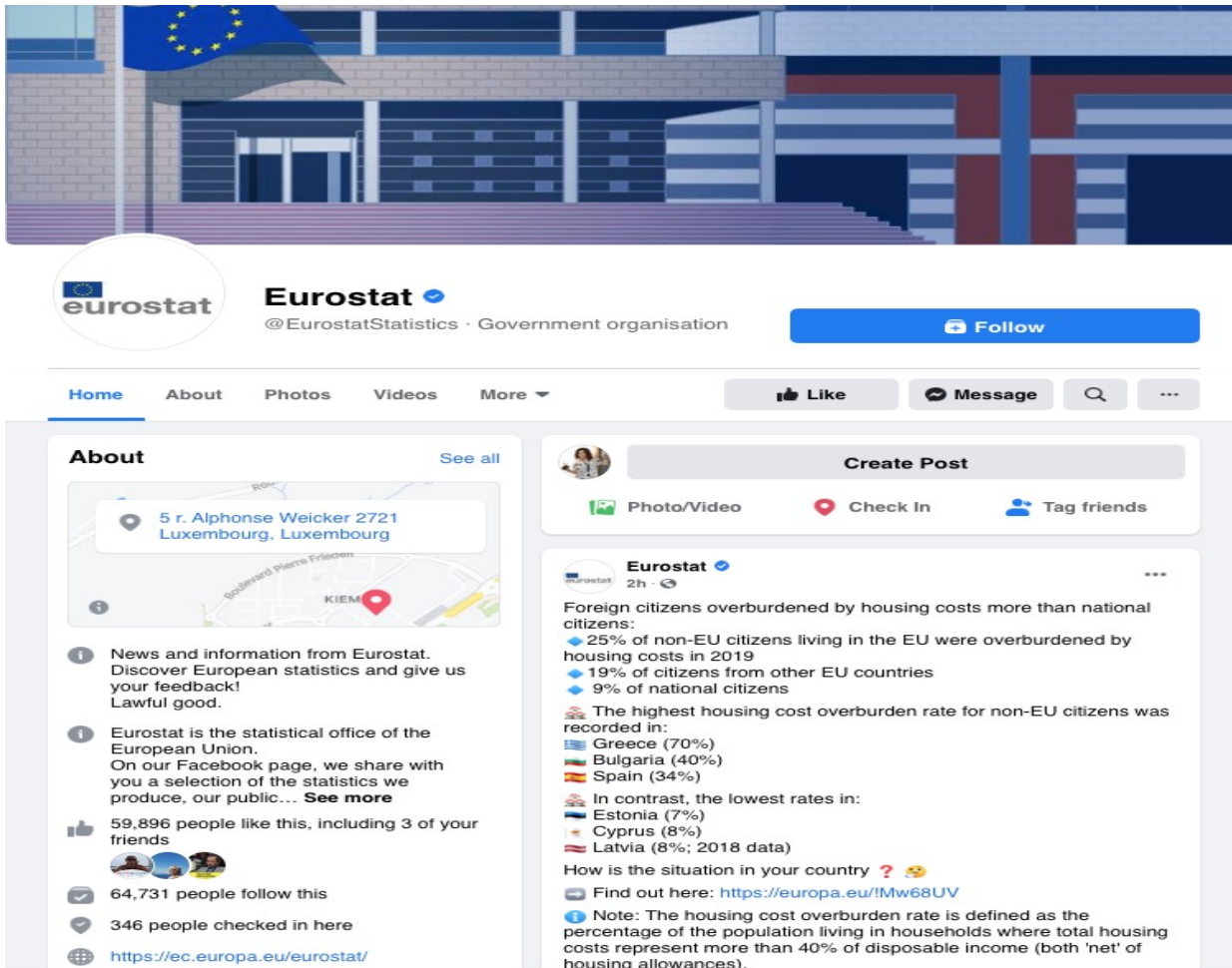


# EUROSTAT: GOOD EXAMPLE OF SOCIAL MEDIA USE

- Knowledge of specific languages
- Strong supervision of social networks
- Content declination according to the channels used
- Attention to interaction with users
- Good synergy between the combined use of different channels



[HTTPS://WWW.FACEBOOK.COM/EUROSTATSTATISTICS/](https://www.facebook.com/eurostatstatistics/)



The screenshot shows the Eurostat Facebook page. The header features a large image of the Eurostat building in Luxembourg. Below the image is the Eurostat logo and the name 'Eurostat' with a verified badge. The page is categorized as a 'Government organisation' with the handle '@EurostatStatistics'. A 'Follow' button is visible. The navigation bar includes 'Home', 'About', 'Photos', 'Videos', and 'More'. The 'About' section is expanded, showing a map of the Eurostat building at 5 r. Alphonse Weicker, 2721 Luxembourg, Luxembourg. It also displays statistics: 59,896 likes, 3 of which are from friends; 64,731 people follow; and 346 people checked in. The 'Create Post' section is visible, with options for 'Photo/Video', 'Check In', and 'Tag friends'. A post from Eurostat, dated 2 hours ago, discusses housing cost overburden for non-EU citizens in 2019. The post lists that 25% of non-EU citizens were overburdened, compared to 19% for other EU countries and 9% for national citizens. It also lists the highest rates for non-EU citizens: Greece (70%), Bulgaria (40%), and Spain (34%). In contrast, the lowest rates were in Estonia (7%), Cyprus (8%), and Latvia (8% in 2018 data). The post includes a link to find out more: <https://europa.eu/IMw68UV>. A note explains that the housing cost overburden rate is defined as the percentage of the population living in households where total housing costs represent more than 40% of disposable income (both 'net' of housing allowances).

**About** [See all](#)

5 r. Alphonse Weicker 2721  
Luxembourg, Luxembourg

News and information from Eurostat.  
Discover European statistics and give us  
your feedback!  
Lawful good.

Eurostat is the statistical office of the  
European Union.  
On our Facebook page, we share with  
you a selection of the statistics we  
produce, our public... [See more](#)

59,896 people like this, including 3 of your  
friends

64,731 people follow this

346 people checked in here

<https://ec.europa.eu/eurostat/>

**Create Post**

Photo/Video Check In Tag friends

**Eurostat** 2h ·

Foreign citizens overburdened by housing costs more than national citizens:

- 25% of non-EU citizens living in the EU were overburdened by housing costs in 2019
- 19% of citizens from other EU countries
- 9% of national citizens

The highest housing cost overburden rate for non-EU citizens was recorded in:

- Greece (70%)
- Bulgaria (40%)
- Spain (34%)

In contrast, the lowest rates in:

- Estonia (7%)
- Cyprus (8%)
- Latvia (8%; 2018 data)

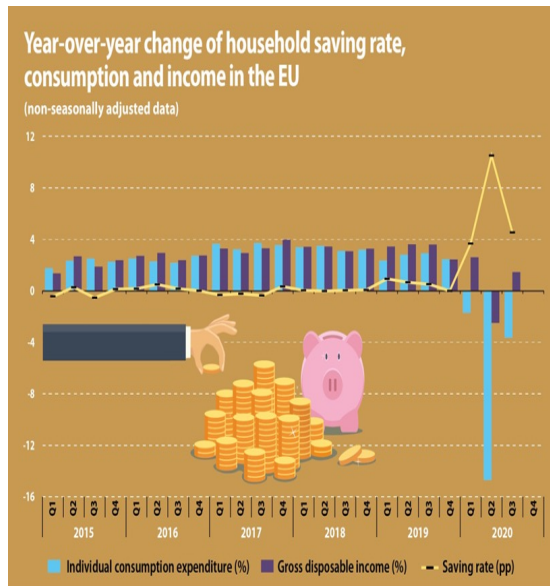
How is the situation in your country ?

Find out here: <https://europa.eu/IMw68UV>

Note: The housing cost overburden rate is defined as the percentage of the population living in households where total housing costs represent more than 40% of disposable income (both 'net' of housing allowances).

# EUROSTAT: GOOD EXAMPLE OF SOCIAL MEDIA USE

- Various content always accompanied by charts and infographics
- Flash on data not necessarily related to insights on the website



Tourism was among the industries hit hard by #COVID19 🏠✈️

Sharp drops in March and April 2020 were followed by only a partial recovery over the summer and further decreases in the months that followed 📉

➡ Browse **NEW** #Eurostat monthly data on tourism: [ec.europa.eu/eurostat/web/t...](https://ec.europa.eu/eurostat/web/t...)





European  
Commission

# EUROSTAT

[https://twitter.com/EU\\_Eurostat](https://twitter.com/EU_Eurostat)

← **EU\_Eurostat** ✓  
7,571 Tweets



 **EU\_Eurostat** ✓  
@EU\_Eurostat

Eurostat is the statistical office of the European Union. We provide high quality statistics for Europe.  
Lawful good.  
[#AskEurostat](#)

📍 Luxembourg 🌐 [ec.europa.eu/eurostat/](https://ec.europa.eu/eurostat/) 📅 Joined May 2011

65 Following 165.7K Followers

 Followed by Assomet, EU Agriculture 🌿, and 31 others you follow

**Tweets** Tweets & replies Media Likes

# WHY SHOULD NSOs STAY ON SOCIAL MEDIA?

- Users of social networks produce and share content
- Greater possibility of intercepting information needs emerging from below in real time
- Using other channels in addition to the traditional one helps to strengthen a direct and immediate dialogue with citizens
- To have a privileged channel of communication with traditional and new generation stakeholders.

# HOW TO USE PLATFORMS TO DISSEMINATE STATISTICAL DATA



FLICKR photo shoots documenting institutional targeting (media and institutional)



FACEBOOK enjoyable content to increase the audience of data users (light users)



TWITTER Real-time dissemination of statistical information to a growing audience (audience interested in the news, influence on reputation)



YOUTUBE All statistical videos and tutorials (general audience, dynamic image search engine)



# HOW TO USE PLATFORMS TO DISSEMINATE STATISTICAL DATA



Instagram attractive content that invites awareness: infographics, data visualization columns, events (young audience)



Linkedin dialogue with professional users: press release, publications, videos and events (employee advocacy, digital pr)



Pinterest infographics, data visualizations (general audiences, visual arts professionals)



SlideShare Presentations and papers (researchers, strengthening scientific partnerships)



## WHAT PLATFORM TO CHOOSE?

The one(s) that allow you to speak directly to your target audience

We've known this for some time:

The average age on Facebook continues to grow

The youngest (and most technologically advanced) audiences are on Instagram and YouTube.

YouTube for younger generations is supplanting Google as a search engine.

A handful of brave disseminators are experimenting with the potential of TikTok

# WHAT COMMUNICATION STRATEGY?

To make a winning strategy and effectively communicate on Social Media some steps are mandatory:

Know your target audience or users to always publish content related to your goal

Create a synergistic strategy on multiple social networks

Be easily recognizable

Do not use only images but a mix of content

Involve your followers

Follow the new trends

Re-evaluate, re-elaborate, modify

# EUROSTAT STRATEGY

- Diversify communication channels to reach a wider audience
- Engage more actively with users: maintain the relationship and help them find information
- Open possibilities for feedback, to continuously improve the quality of Eurostat products and services
- Get to know additional user segments
- To increase basic statistical literacy
- To increase trust in Eurostat ("we listen and we answer")
- To strengthen Eurostat image of accessibility
- To increase the visibility of Eurostat online

# MONITORING AND LISTENING IS AN ESSENTIAL ACTION

KNOW what users think about the Institute and how they welcome a product, service, or information

COLLECT important feedback to improve your performance

REACT as soon as something happens to reaffirm your online reputation

MAINTAIN relationships with important personalities on social media

# THE EUROSTAT MONITORING GUIDING PRINCIPLES

**Indicators** should match reporting objectives and lead to practical actions

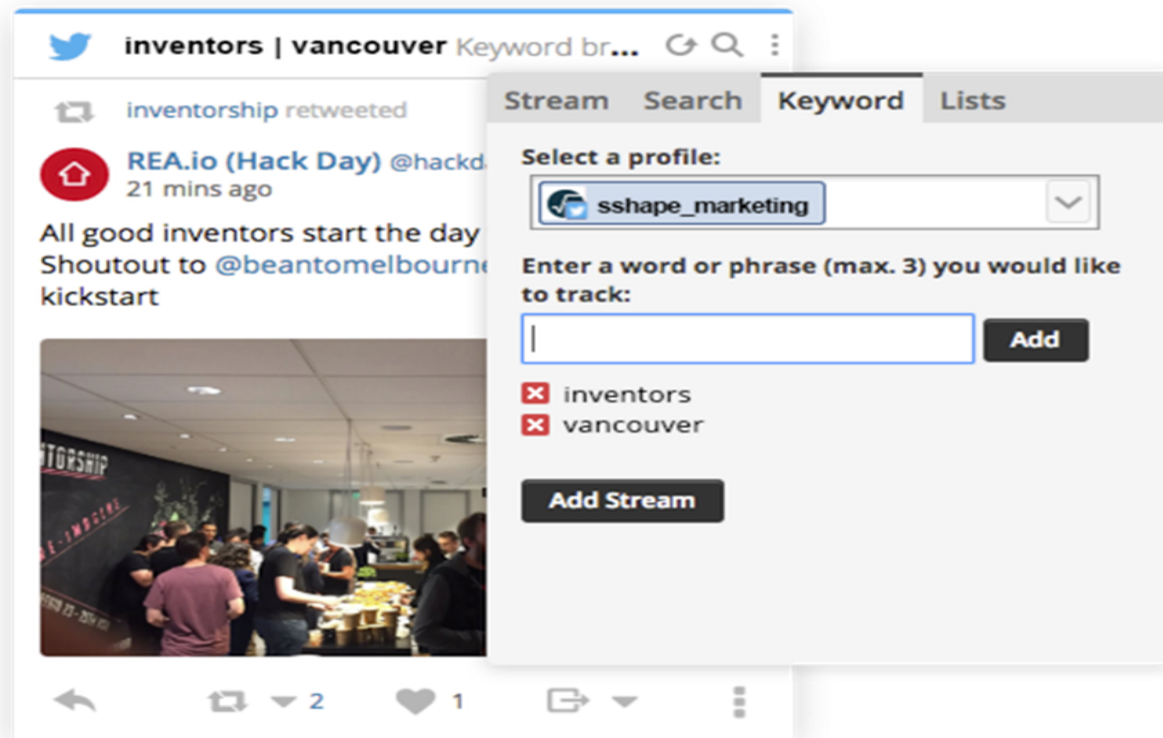
**Regular reports** should not be a burden but a useful tool

**Monthly reports look at:**

- **Followers:** is the number growing? Are there any non-followers? Who are our followers?
- **Interaction:** do people like/share our content, engage in conversation or send direct messages? What comments/questions do we receive? How do we respond?
- **Buzz online:** are people talking about Eurostat? What is the tone of the conversation? What topics are picked up? Who are the people talking about Eurostat?
- **The most/least successful posts:** which posts had the most/least reach and interaction

# THE TOOLS FOR MONITORING AND LISTENING

- [HOOTSUITE](#) It provides weekly reports and allows to assign tasks to different people or send private messages



# THE TOOLS FOR MONITORING AND LISTENING

## BRANDWATCH

Monitor social channels, hashtags, phrases, keywords, data views, specific or broader themes.

Its demographics include gender, interests, work and residence of the target group.

The platforms that can be used with Brandwatch are Facebook, Twitter, YouTube, Pinterest, etc.

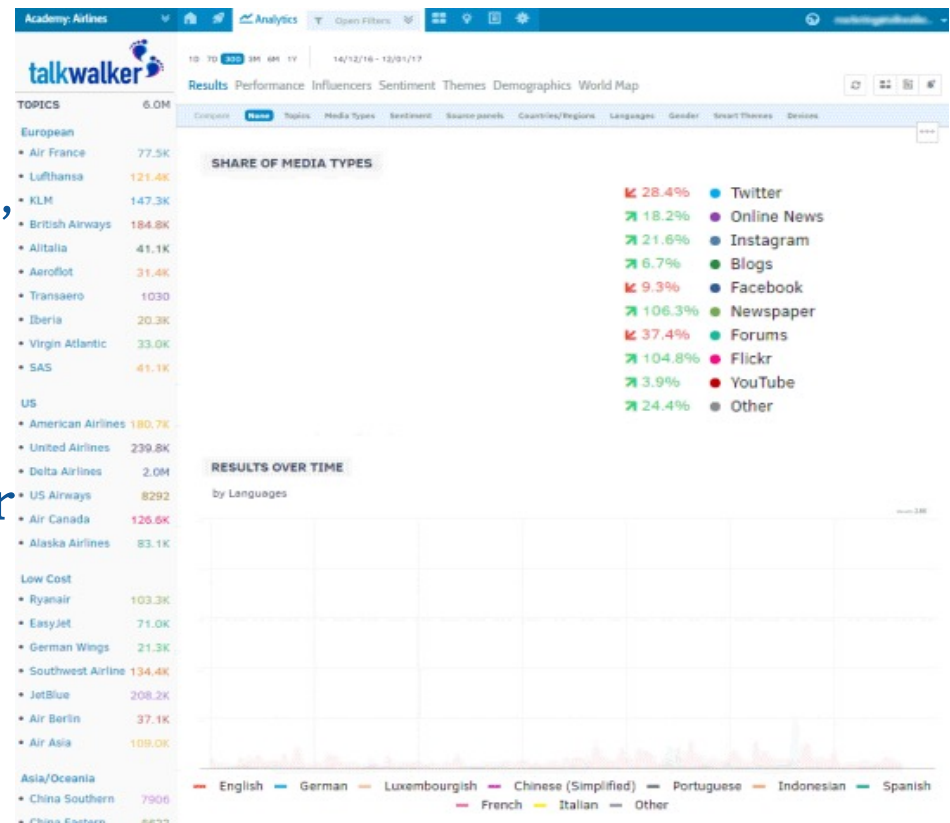
<https://www.youtube.com/watch?v=6k8wRGjSAK8>

# THE TOOLS FOR MONITORING AND LISTENING

## TALKWALKER

collects content from forums,  
blogs, news sites, Twitter,  
Facebook and other  
social networks

Use more than 50 filters to track  
conversations across  
over 150 million sources





# THE TOOLS FOR MONITORING AND LISTENING

SPROUT SOCIAL improves interaction with users, enables reporting and scheduling of posts





European  
Commission

# THE TOOLS FOR MONITORING AND LISTENING

SOCIAL SEARCHER allows to search for any keyword on any platform, classify results by date, language, source and location

ANALYTICS:

Mentions: **651**

Users: **381**

Sentiment: **4:1**

Enable **monitoring** to start collecting all mentions history and get live notifications

DETAILED STATISTICS

### SEARCH TIPS

Check up exact phrase match  
"trusted shops"

Select language for more relevant results.

Select

[www.linkedin.com](http://www.linkedin.com)  
Posted 10:01 25 Nov 2019

Learn about working at **Trusted Shops**. Join LinkedIn today for free. See who you know at **Trusted Shops**, leverage your professional network, and get hired.

[Trusted Shops | LinkedIn](#)

[planetmarketing.com](http://planetmarketing.com)  
Posted 10:01 25 Nov 2019

This trustpilot vs **trusted shops** head to head looks at which of the two companies is the best as far as getting seller and product rating extension is concerned.

[Trustpilot vs Trusted Shops + Alternatives - PM Main Site](#)

[etrusted.com](http://etrusted.com)  
Posted 10:01 25 Nov 2019

For the **Trusted Shops** founders, who were simply enthusiastic about the many online shops that had started cropping up, one thing was clear: Europe needed a ...

[eTrusted](#)

[www.trustedshops.com](http://www.trustedshops.com)  
Posted 10:01 25 Nov 2019

**Trusted Shops** is the leading seal of approval for online shops in Europe which includes buyer protection for consumers and a rating system.

[Trusted Shops | seal of approval, seller rating and buyer ...](#)

[www.facebook.com](http://www.facebook.com)  
Posted 10:01 25 Nov 2019

**Trusted Shops**. 40289 likes · 11 talking about this. **Trusted Shops** is Europe's leading trust brand for online trading. Imprint...

[www.trustpilot.com](http://www.trustpilot.com)  
Posted 10:01 25 Nov 2019

**Trusted Shops** für Online Händler has 5 stars! Check out what 1855 people have written so far, and share your own experience.

[Trusted Shops für Online Händler Reviews | Read Customer ...](#)

[www.trustedshops.eu](http://www.trustedshops.eu)  
Posted 10:01 25 Nov 2019

More than 25000 certified shops use the **Trusted Shops** trustmark. Shop online with peace of mind with the money-back guarantee and genuine reviews!

[Trusted Shops - the european trustmark with money-back ...](#)

[www.reviewshake.com](http://www.reviewshake.com)  
Posted 10:01 25 Nov 2019

Trustpilot is a Danish company that was founded in 2007 and primarily serves the European and North American markets. ... Their license agreement with Google allows reviews generated on Trustpilot to be listed as Google Seller Ratings. **Trusted**

[www.facebook.com](http://www.facebook.com)  
Posted 10:01 25 Nov 2019

**Trusted Shops**. 40344 likes · 19 talking about this. **Trusted Shops** is Europe's leading trust brand for online trading. Imprint...

[Trusted Shops - Home | Facebook](#)

# LESSONS LEARNED

- Social media audiences positively react to educational content
- Knowing your social media audience and adapting to their needs is essential
- Strong content that can be declined depending on the social network being used works best
- Maintaining a good level of scientific rigor when presenting complex topics can be difficult
- Meeting with social media managers from other statistical agencies helps expand social media exposure
- Learning from our mistakes and those of others, as well as learning and sharing best practices

## CONCLUSIONS

- **Social media today is where conversations take place,** to leave this tool unattended is to leave a vacuum where misinformation and doubt run rampant
- **Social media is constantly evolving.** One has to keep up with developments and trends to increase levels of user engagement, but it is also very important to compare other realities, starting from Eurostat
- **Social networks present both risks and opportunities:** they expose themselves to reputational and image lapses, they are committed to fighting fake news and the misuse of data, but they also allow to make known to a wider public the value of statistics for individual and collective choices.



# THANKS FOR THE ATTENTION