



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>



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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



we are social

4.14 BILLION

SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*)



53%

ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS



KEPIOS

+12.3% +453 MILLION

TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES



global web index

4.08 BILLION

PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE



99%

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

EUROSTAT: GOOD EXAMPLE OF SOCIAL MEDIA USE

ON FACEBOOK SINCE 2017

Communication appropriate to

the social platforms

on which it is conveyed

Use of emoji

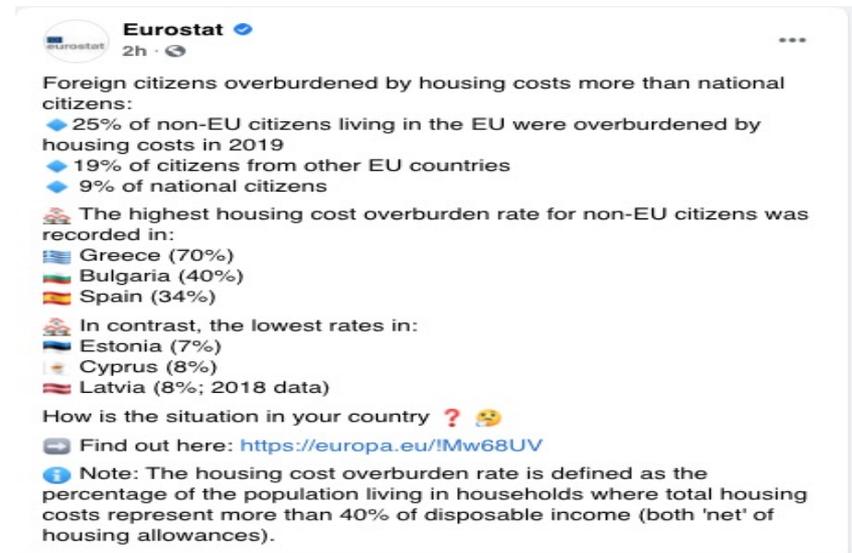
Strong interaction with the users

Likes and shares

Sorting of cards relaunched

multiple times on the page

to improve accessibility



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%)

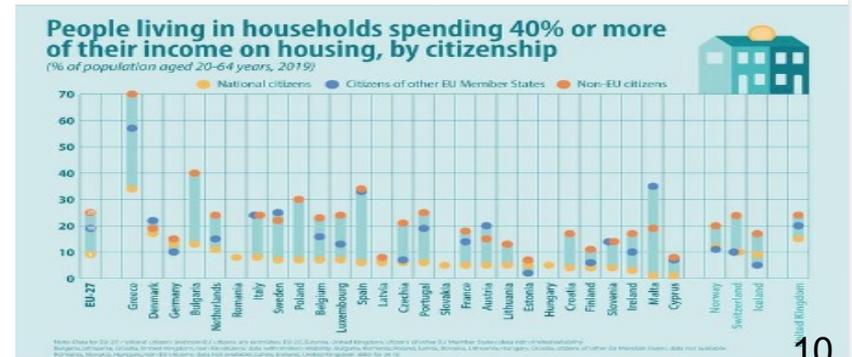
🏠 In contrast, the lowest rates in:

- 🇪🇺 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).





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

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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 · 🌐

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EUROSTAT: GOOD EXAMPLE OF SOCIAL MEDIA USE

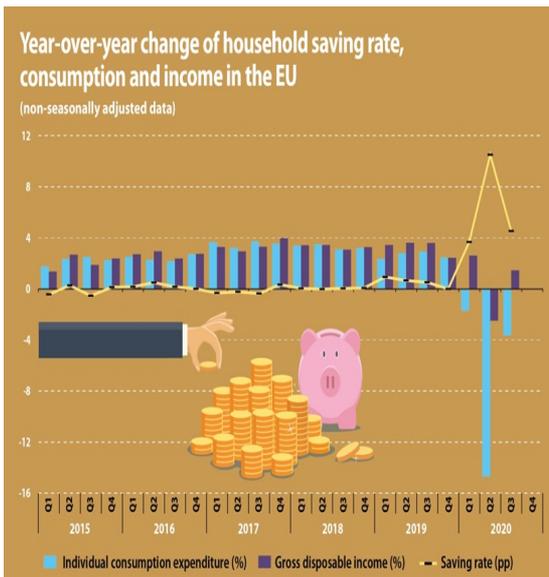
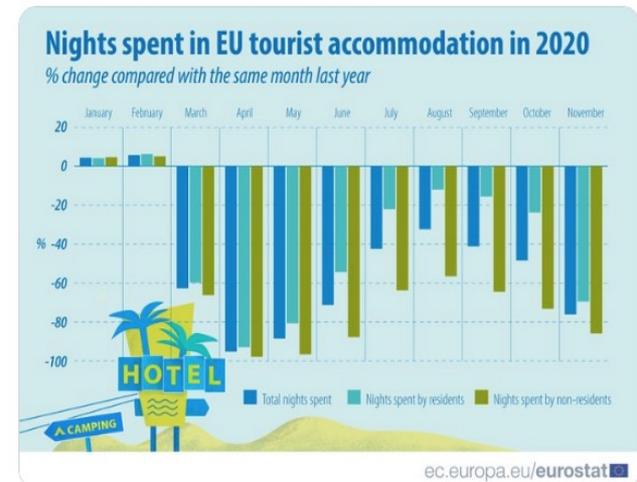
- Various content always accompanied by charts and infographics
- Flash on data not necessarily related to insights on the website



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...



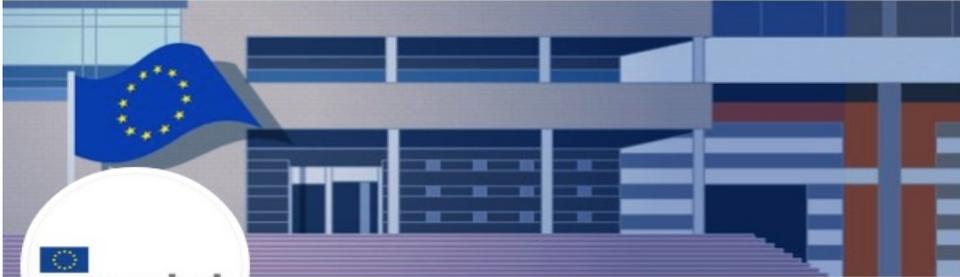


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https://twitter.com/EU_Eurostat

← **EU_Eurostat** ✓
7,571 Tweets



eurostat

... ✉ Follow

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/ 📅 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

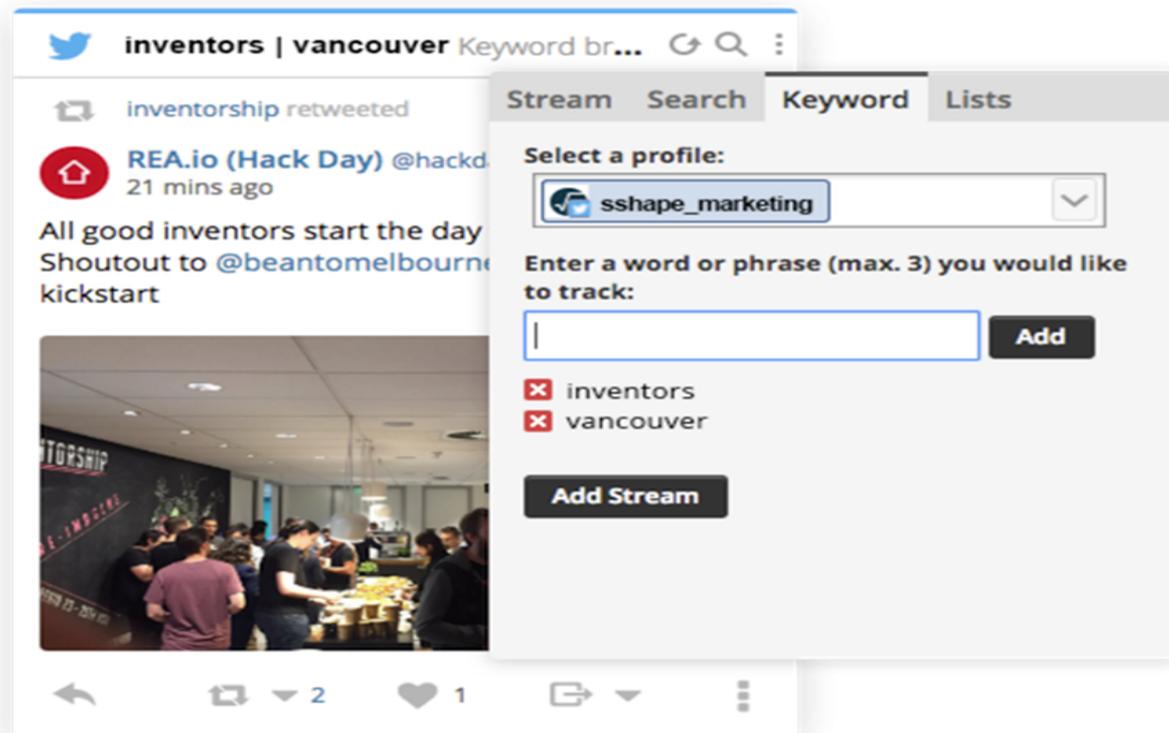
Regular reports should not be a burden but a useful tool

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.

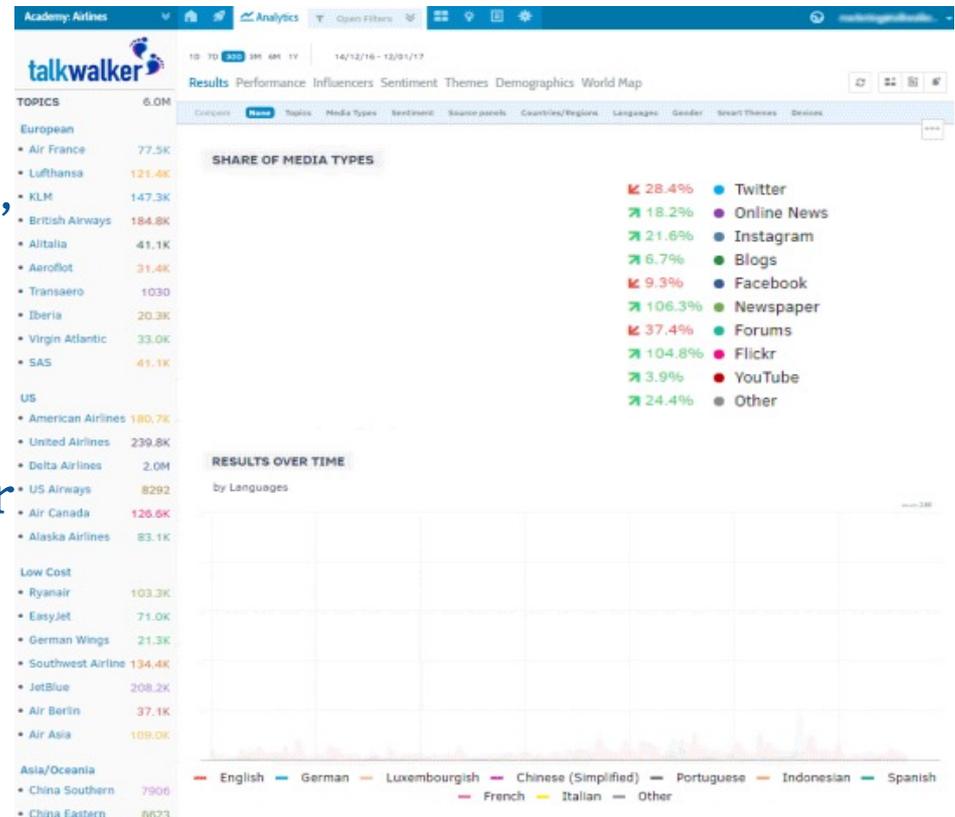
<https://www.youtube.com/watch?v=6k8wRGjSAK8>

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

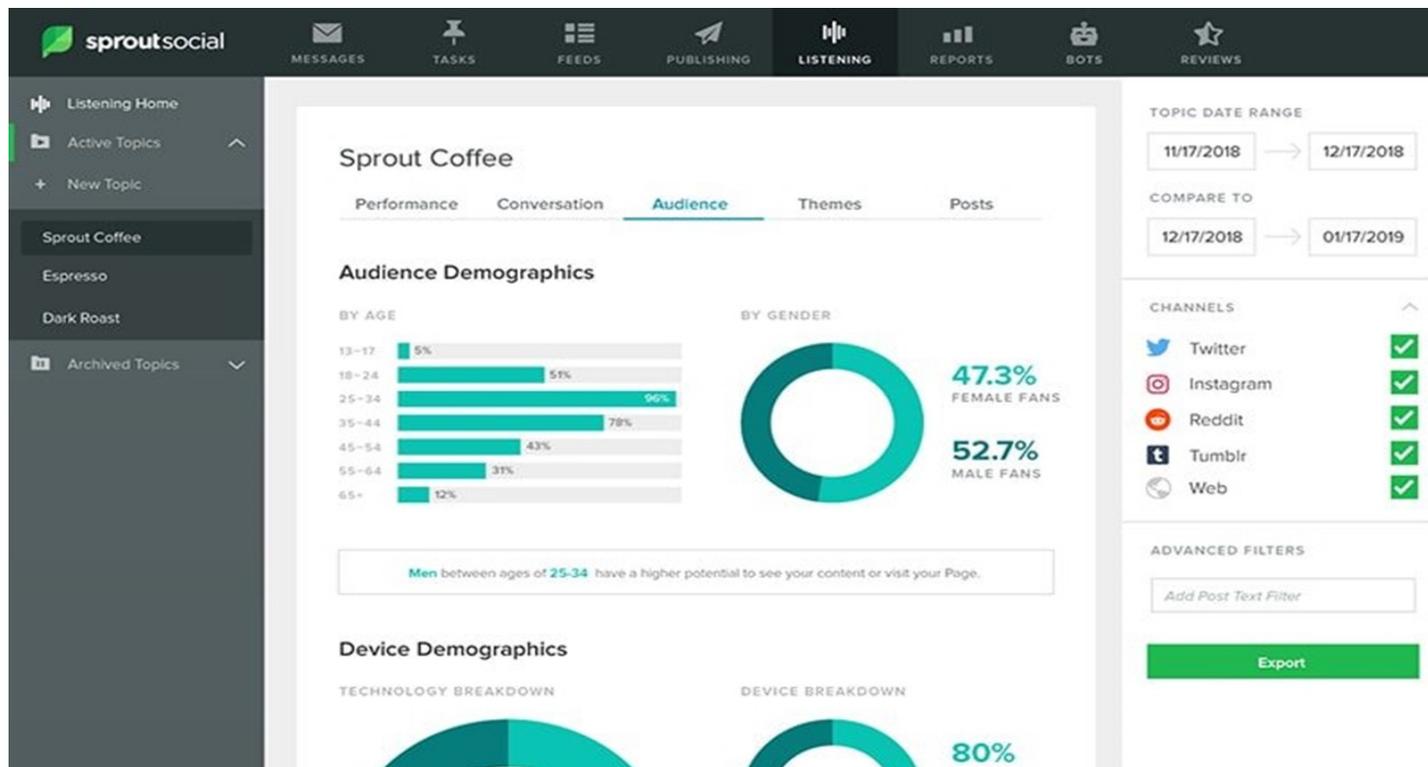




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THE TOOLS FOR MONITORING AND LISTENING

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





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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

The screenshot displays the Social Searcher analytics dashboard. At the top, it shows 'Mentions: 651', 'Users: 381', and 'Sentiment: 4:1'. A central banner reads 'Enable monitoring to start collecting all mentions history and get live notifications' with a 'DETAILED STATISTICS' button. The main content area is a grid of search results cards. A 'SEARCH TIPS' card on the left suggests checking exact phrase matches and selecting languages. The results cards include:

- www.linkedin.com**: Post about working at **Trusted Shops**.
- planetmarketing.com**: Article comparing **Trustpilot** vs **trusted shops**.
- etrusted.com**: Article about **Trusted Shops** founders.
- www.trustedshops.com**: Article about **Trusted Shops** as a leading seal of approval.
- www.facebook.com**: Post about **Trusted Shops** having 40289 likes.
- www.trustpilot.com**: Post about **Trusted Shops** for Online Händler.
- www.trustedshops.eu**: Article about 25000 certified shops using the **Trusted Shops** trustmark.
- www.reviewshake.com**: Article about **Trustpilot** being a Danish company.
- www.facebook.com**: Post about **Trusted Shops** having 40344 likes.

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.



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THANKS FOR THE ATTENTION