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Twitter and other social media for official statistics: why, what and how

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Twitter and other social media for official statistics: why

Social media
  - modern image
  - new audiences
  - closer to the public

Twitter
  - not too much time
  - few questions

Dailymotion (video) and Slideshare
  - educational
Twitter and other social media for official statistics: what

Twitter – 2011
  output of statistical production
  work of the organisation

Dailymotion (video) – 2011
  how Insee builds an indicator and why there can be a gap between figures and people’s perceptions

Slideshare – 2011
  Insee, its work, its methods and how our data are produced
Twitter: how

35 tweets per week
  10 automatically about national production (RSS)
  9 manually about regional production
  16 manually about institutional information

Each Friday we plan the tweets of the following week
  Depending on our production and on the news
  Approval from management
  For each tweet: day, time, title, link

Trying to increase the impact of our tweets
  pictures, angles, analysis
Tweeting pictures

External studies say: *photos get more retweets*

- 50% of tweets with picture are retweeted compared to 25% of text-only tweets (study 1)
- Photos average a 35% boost in Retweets (study 2)

It is true for us

- 14 retweets for tweets with picture compared to 7 retweets for text-only tweets
Examples of tweets with picture: charts

The whole scale of living standards is declining http://j.mp/1wahMIQ
In 2012, inequalities slightly reduced [http://j.mp/YsA2cs](http://j.mp/YsA2cs)
Disposable income is what a household receives minus what it spends
Examples of tweets with picture: videos

A new video to answer questions about the measurement of #poverty

dailymotion.com/video/x25iwkm_...
Tweeting several angles

Writing several different tweets on the topic of one publication raises the number of retweets

The retweets of tweets about poverty

Day one (November 9th) Day two (November 10th)

Tweet with picture
Examples of tweets on poverty: texts only

In 2012, 8.5 M. people live below the poverty line which is 987 € / month (60% of median standard of living) http://j.mp/1welwyL

In 2012, growing poverty among single-parent families. On the contrary, the situation of pensioners is improving http://j.mp/1qlybtd

To understand Insee Publication on standards of living, discover the educational kit on poverty measurement http://j.mp/1lPjIMQ
### Analysing the impact of our tweets

<table>
<thead>
<tr>
<th>Category</th>
<th>Values</th>
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<tr>
<td>Retweets</td>
<td>94</td>
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<tr>
<td>Favorites</td>
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<tr>
<td>Replies</td>
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<tr>
<td>User profile clicks</td>
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<tr>
<td>url clicks</td>
<td>24</td>
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<td>Hashtag clicks</td>
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<td>Detail expands</td>
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<td>Embedded media clicks</td>
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<td>Follows</td>
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<td><strong>Engagements</strong></td>
<td><strong>485</strong></td>
</tr>
<tr>
<td>Impressions</td>
<td><strong>13,872</strong></td>
</tr>
</tbody>
</table>
Retweets partly reflect the impact of our tweets

240 retweets per week
  7 retweets per tweet (on average)

1 500 engagements per week
  40 engagements per tweet

140 000 impressions per week
  4 000 impressions per tweet

These analytics
  if you have a verified account
or on https://analytics.twitter.com
Analysis of our (new) followers

32 000 followers
New followers every first half of May
Our strategy on social media is beginning to show interesting results

- 140,000 impressions of our tweets per week
- Twitter to communicate very quickly
- 30,000 visualisations of our videos and 150,000 downloads of our educational documents per year
- Dailymotion and Slideshare to present how we work

Future works

- More active on Twitter (retweets and live-tweets)?
- New on LinkedIn and YouTube?
Twitter and other social media for official statistics

Thank you for your attention!

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How our statistics are designed and compiled