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Measuring success of Eurostat social media activities



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Eurostat social media accounts



TWEETS 2,669 FOLLOWING 44 FOLLOWERS 93.6K LIKES 8 LISTS 5 MOMENTS 0

Tweets Tweets & replies Media

EU_Eurostat ✓

@EU_Eurostat

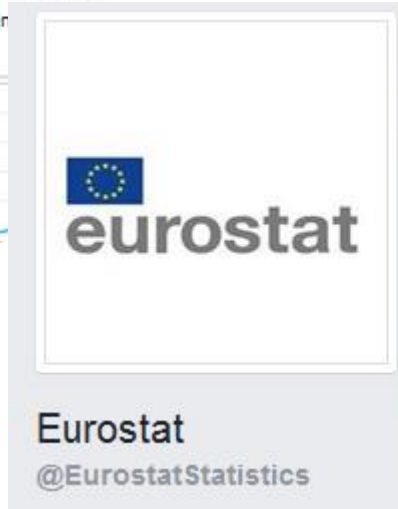
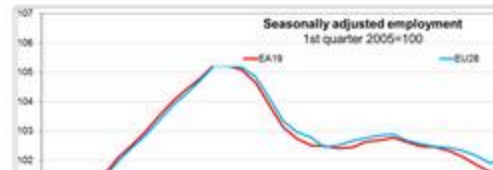
Eurostat is the statistical office of the European Union. We provide high quality statistics for Europe.

📍 Luxembourg

🔗 ec.europa.eu/eurostat

📅 Joined May 2011

EU_Eurostat ✓ @EU_Eurostat · 3h
Highest employment level ever recorded in the EU in million employed ec.europa.eu/eurostat/en/we...



Tools

- observation
- dashboards of the social media platforms:
Facebook Insights and Twitter Analytics
- Brandwatch (for Twitter only)

When?

- daily/weekly
- **monthly**
- quarterly
- annually

Guiding principles

- indicators should correspond to the communication objectives
- reporting should not create an unnecessary burden
- indicators should lead to a practical action

Communication objectives

- diversify communication channels in order to reach broader audience
- engage more actively with users: maintain the relationship and help find information
- open possibilities for feedback, which will contribute to continuously
- improve the quality of Eurostat's products and services
- get acquainted with additional segments of users
- increase basic statistical literacy
- increase trust in Eurostat ("we listen and respond")
- strengthen Eurostat`s image of accessibility
- increase visibility of Eurostat online

Indicators

The monthly reports look at:

- **followers**: is the number growing? Are there un-follows? Who are our followers?
- **interaction**: do people like/share our content, do they engage in a conversation or send direct messages? What comments/questions do we receive? How do we react?
- **online buzz**: are people talking about Eurostat? What is the tone of the conversation? Which subjects are picked up? Who are the people talking about Eurostat?
- the most / least **successful posts**: which posts had the largest/lowest reach and interaction

Twitter

TWITTER SUMMARY FOR MAY 2017



	May 2017	April 2017	May 2016
Number of tweets	28	76	49
Tweet impressions	1.25M	1.36M	1.89M
Profile visits	12.8K	37.3K	25.1K
Mentions	422	1,267	830
Number of followers	93.1K	92K	
Growth of followers	-	+1,292	
Average engagement rate	0.8	1.0	0.4
Link clicks	4.5K	6.2K	3.5K
Link clicks per day	146	208	114
Retweets	2.2K	2.5K	1.9K
Retweets per day	72	83	60
Likes	1.3K	1.5K	868
Likes per day	49	49	28
Replies	133	193	102
Replies per day	4	6	3



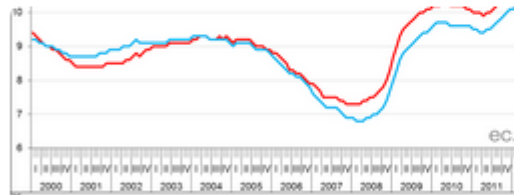
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Twitter

Tweets with highest number of impressions:

Top Tweet earned 68K impressions



Euro area unemployment at 9.5% in March:
lowest rate since April 2009. EU at 8.0% -
lowest since Jan 2009 **#Eurostat**
ec.europa.eu/eurostat/en/we...
pic.twitter.com/pnNcDgZeRj



Unemployment rates in March 2017, seasonally adjust



Tweets with highest engagement rate:

	EU_Eurostat @EU_Eurostat · May 9 Happy #EuropeDay! pic.twitter.com/s1rYxfLxS9	60,234	3,030	5.0%
View Tweet activity				
	EU_Eurostat @EU_Eurostat · May 17 Suicide rate highest in Lithuania, lowest in Greece and Cyprus ec.europa.eu/eurostat/web/p... pic.twitter.com/S8gpHTsWyz	36,161	1,701	4.7%
View Tweet activity				

Twitter

Brandwatch:

- mentions
- tweeters that mention Eurostat most
- wordcloud from the mentions
- most clicked links
- top influencers

Other:

- Questions/replies

Facebook

FACEBOOK SUMMARY FOR MAY 2017

	May 2017	April 2017
Number of followers	4,612 (+1,321)	3,289 (+438)
Posts	26	35
Actions on page (clicks on Learn More) (May 06-Jun 02)	15	14
Page views (May 06-Jun 02)	1,829	1,235
Page likes (May 06-Jun 02)	1,150	429
Reach (May 06-Jun 02)	214,979	52,137
Engagements (May 06-Jun 02)	61,285	20,177



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Facebook

Posts with highest reach:



136,523 People Reached

2,790 Reactions, Comments & Shares

2,118 Like	366 On Post	1
210 Love	27 On Post	1
5 Haha	0 On Post	5
5 Wow	1 On Post	4
6 Sad	2 On Post	4
1 Angry	0 On Post	1
38 Comments	2 On Post	3
413 Shares	404 On Post	9
18,349 Post Clicks		
13,185 Photo Views	10 Link Clicks	5

NEGATIVE FEEDBACK

44 Hide Post	8 Hide All Posts
0 Report as Spam	0 Unlike Page

Posts with the highest engagement rate (12%):



16,652 People Reached

362 Reactions, Comments & Shares

203 Like	84 On Post	119 On Shares
1 Love	0 On Post	1 On Shares
8 Wow	7 On Post	1 On Shares
15 Sad	5 On Post	10 On Shares
73 Comments	5 On Post	68 On Shares
62 Shares	57 On Post	5 On Shares
3,315 Post Clicks		
1,949 Photo Views	39 Link Clicks	1,327 Other Clicks

NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



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Facebook

- Direct messages
- Comments
- Response time

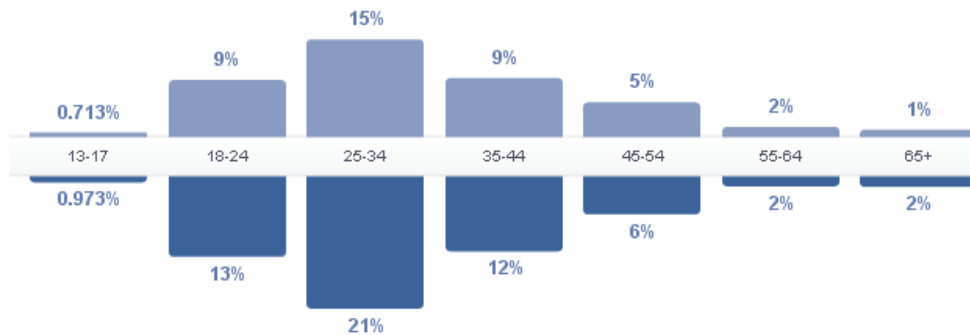
Country	Your Fans
Sweden	597
Italy	223
Greece	165
Romania	128
Bulgaria	125
Luxembourg	121
Spain	112
United Kingdom	108
Lithuania	106
Germany	103

Women

■ 43%
Your Fans

Men

■ 56%
Your Fans



Actions: examples

- increase the use of infographics, as these generate a higher user engagement
- highlight relative information more than the absolute values, e.g. the country with the highest value or the peak over a certain time period
- use Facebook targeting

For future

- traffic to the website that the social media presence generates
- analysis of the operations (e.g. response speed or the optimum posting time)
- adding to the existing conversations