Measuring success of Eurostat social media activities

Baiba Grandovska
Eurostat social media accounts

- 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

- @EurostatStatistics
  - Seasonally adjusted employment
  - 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 Summary for May 2017

<table>
<thead>
<tr>
<th></th>
<th>May 2017</th>
<th>April 2017</th>
<th>May 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tweets</td>
<td>28</td>
<td>76</td>
<td>49</td>
</tr>
<tr>
<td>Tweet impressions</td>
<td>1.25M</td>
<td>1.36M</td>
<td>1.89M</td>
</tr>
<tr>
<td>Profile visits</td>
<td>12.8K</td>
<td>37.3K</td>
<td>25.1K</td>
</tr>
<tr>
<td>Mentions</td>
<td>422</td>
<td>1,267</td>
<td>830</td>
</tr>
<tr>
<td>Number of followers</td>
<td>93.1K</td>
<td>92K</td>
<td>800</td>
</tr>
<tr>
<td>Growth of followers</td>
<td>-</td>
<td>+1,292</td>
<td></td>
</tr>
<tr>
<td>Average engagement rate</td>
<td>0.8</td>
<td>1.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Link clicks</td>
<td>4.5K</td>
<td>6.2K</td>
<td>3.5K</td>
</tr>
<tr>
<td>Link clicks per day</td>
<td>146</td>
<td>208</td>
<td>114</td>
</tr>
<tr>
<td>Retweets</td>
<td>2.2K</td>
<td>2.5K</td>
<td>1.9K</td>
</tr>
<tr>
<td>Retweets per day</td>
<td>72</td>
<td>83</td>
<td>60</td>
</tr>
<tr>
<td>Likes</td>
<td>1.3K</td>
<td>1.5K</td>
<td>868</td>
</tr>
<tr>
<td>Likes per day</td>
<td>49</td>
<td>49</td>
<td>28</td>
</tr>
<tr>
<td>Replies</td>
<td>133</td>
<td>193</td>
<td>102</td>
</tr>
<tr>
<td>Replies per day</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>
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

Tweets with highest engagement rate:

- **EU_Eurostat** @EU_Eurostat · May 9
  Happy #EuropeDay! pic.twitter.com/s1rYxfLxS9
  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
  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

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

**Posts with highest reach:**

- **Eurostat**
  - Published by Baiba Grand valska on May 8 at 9:30 am
  - 136,623 People Reached
  - 2,790 Reactions, Comments & Shares

- **Eurostat**
  - Published by Baiba Grand valska on May 31 at 8:49 am
  - 16,652 People Reached
  - 382 Reactions, Comments & Shares

**Posts with the highest engagement rate (12%):**

- **Eurostat**
  - Almost half of EU families with children have only one child. 13% have three children or more.
  - Happy Global Day of Parents everyone!
  - http://ec.europa.eu/.../products-eurostat.n.../EDN-20170531-1...

- **Eurostat**
  - Families with children in the EU
  - (2016 data)
  - 47% have one child
  - 40% have two children
  - 13% have three or more children
Facebook

- Direct messages
- Comments
- Response time

### Countries
<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>597</td>
</tr>
<tr>
<td>Italy</td>
<td>223</td>
</tr>
<tr>
<td>Greece</td>
<td>165</td>
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<tr>
<td>Romania</td>
<td>128</td>
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<tr>
<td>Bulgaria</td>
<td>125</td>
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<tr>
<td>Luxembourg</td>
<td>121</td>
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<td>Spain</td>
<td>112</td>
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<tr>
<td>United Kingdom</td>
<td>108</td>
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<tr>
<td>Lithuania</td>
<td>106</td>
</tr>
<tr>
<td>Germany</td>
<td>103</td>
</tr>
</tbody>
</table>
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