Reaching new audiences
The ESS experience on Facebook

UNECE Workshop on Statistical Data Dissemination and Communication
Geneva, 28-30 June 2017

Maja Islam
DIGICOM Project Officer
Eurostat
maja.islam@ec.europa.eu
DIGICOM

Work package 1
User analysis

Work package 2
Innovative and shareable tools and products

Work package 3
Open data dissemination

Work package 4
Communication and promotion
DIGICOM – User analysis

• User research and profiling
  ➢ Engagement with light and potential users via social media
• Engagement with advanced users on a dedicated online platform
ESS Facebook network
Objectives:

- Engaging with light and potential users of European statistics
- Getting feedback on dissemination products
- Promoting European statistics and the European Statistical System
Content

Visual content with **nice-to-know information** that could appeal to **potential users** of European statistics, especially **young people**

- infographics
- explanatory videos
- interactive web tools
- topical content (international day of...)

Eurostat
Content

• Engaging content
• Getting personal: asking a question
• Explanatory content
• Friendly, humoristic accompanying texts
• Familiar tone in interaction
Lessons learned so far

Success stories

• Regular posting
• Cca. 3000 followers
• 54% young people (aged 16-34)
Lessons learned so far

Success stories

- Good social listening
- Exchange of best practices within the network of participating NSIs
- Good NSI take-up
Lessons learned so far

Limitations

- Lack of suitable content
- Difficulty to attract potential users
- Limited feedback from active solicitation of user feedback
Plans for 2017

• Extension of pilot phase until the end of the year
• Wider ESS participation (currently 18 NSIs + Eurostat)
• Use of paid promotion
Thank you!

Maja Islam
maja.islam@ec.europa.eu

UNECE Workshop on Data Dissemination and Communication
Geneva, 28-30 June 2017