



Measuring success - Social media and web content for the young generation

Teresia Dunér
Communication Department
Statistics Sweden
UNCDP Geneva



facebook.com/statistiskacentralbyranscb



[@SCB_nyheter](https://twitter.com/SCB_nyheter)



[statistiska_centralbyran_scb](https://www.instagram.com/statistiska_centralbyran_scb)



www.linkedin.com/company/scb





Why and To whom?

How to define Key Performance Indicators (KPIs) and goals for your communication:

1. Be sure to have a strategic platform with purpose and target groups
2. Gain insights about your target groups
3. Create a measurement plan.

Two examples for illustrating how we worked with this:

1. Facebook
2. Sweden in figures – communication project for non-expert users and school.





Example 1: Facebook

Our social media strategy is based on:

- Statistics Sweden's overall strategy for 2020
- The brand platform.

Translates into the goals for our social media channels:

- To use the tonality set in the brand platform
- To strengthen the brand of Statistics Sweden
- To communicate statistics easily understood for the target groups in an inspiring package
- To make statistics accesible for new target groups.



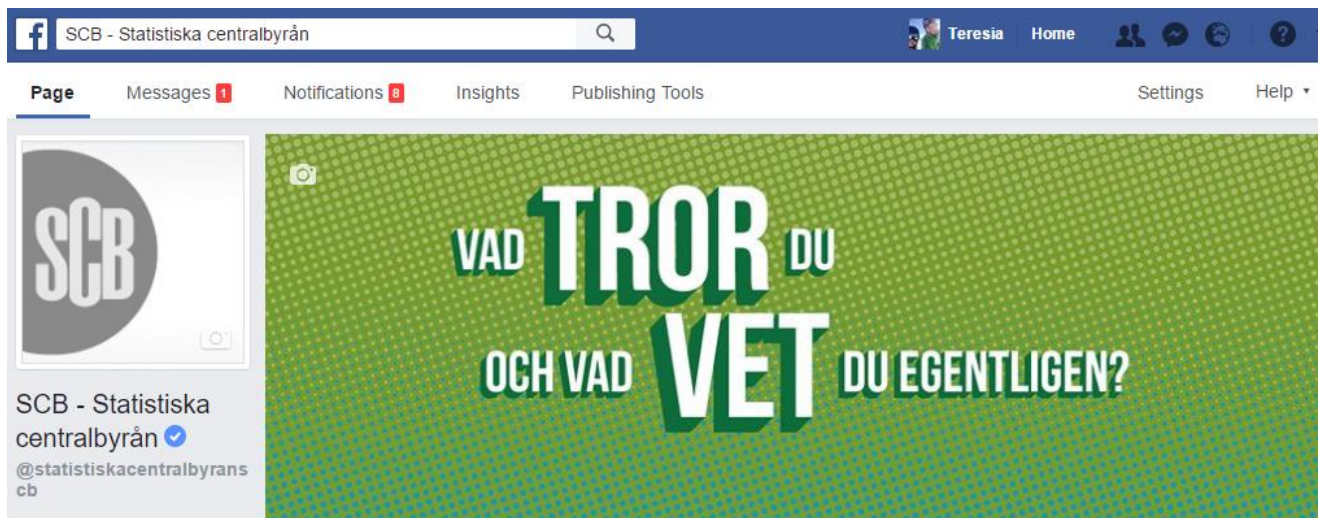


Statistics Sweden on Facebook

Some key figures:

- Approximately 40 000 page likes
- Reach per month: 1 million

The posts consists mainly of statistical news, articles, vacancies, events and infographics.





Main target groups for Facebook

- 1) Users with low knowledge of the role of statistics and Statistics Sweden in society.

The typical user: A private person active in social media

- 2) Users with special interest in Swedish society, however, relatively low knowledge of statistics.

Examples of users: Journalists and students interested in politics and society

Age group: 25-45 year olds





Creating a measurement plan

According to the insights about the target groups for Facebook:

- Users show their engagement by liking, commenting and sharing content in social media
- The target group prefers information that is easily accessible, easy to understand and searchable
- They use mobile phones to search for information.





Key Performance Indicators for Facebook

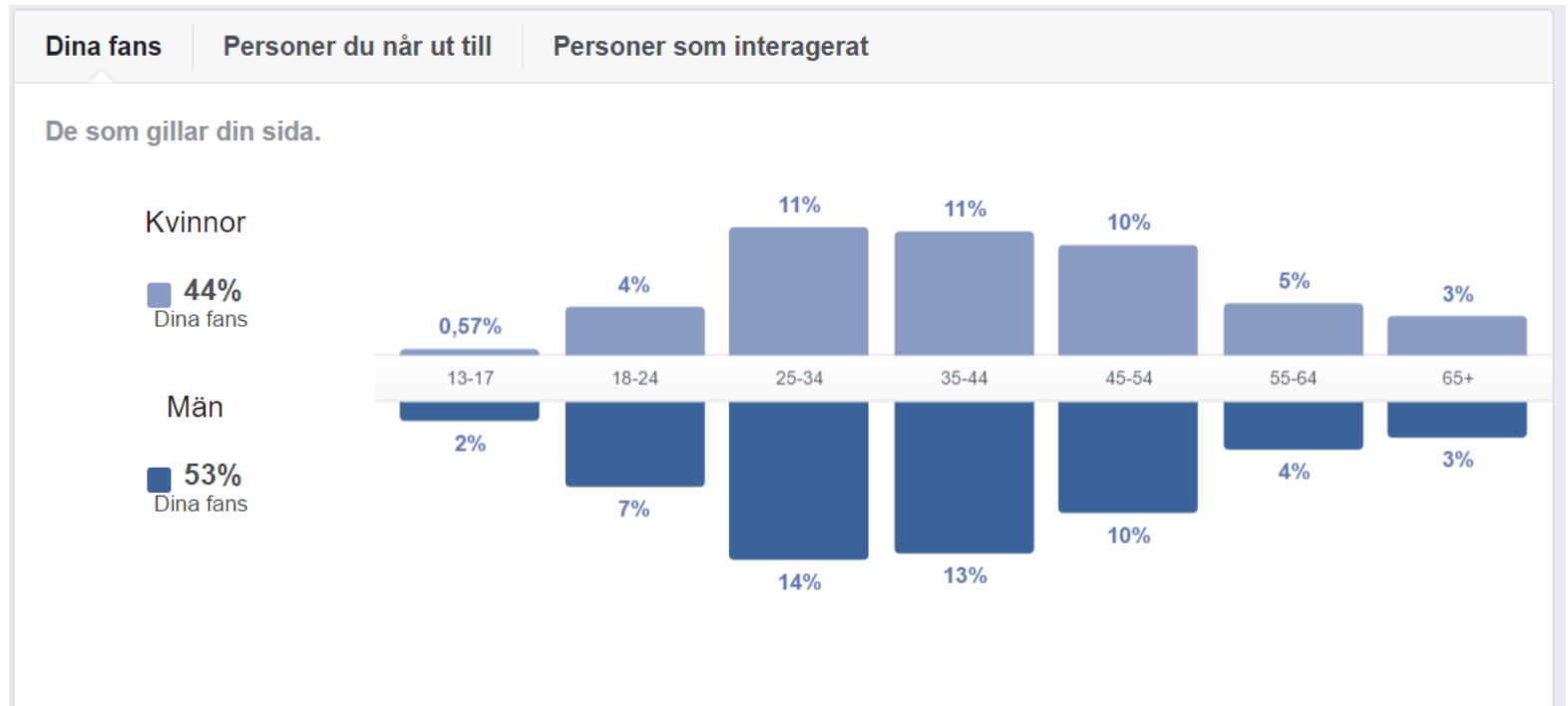
With the prioritised target groups and the digital behaviour in hand, the KPIs have been defined. Here are the most important ones:

- Target group age (reach)
- Post reach
- Interactions
- Link clicks to the website





Age group and gender reach 2016





Successful Facebook-posts

**Providing facts in connection to a current issue
(Trump speech)** Reach: 378 000

SCB - Statistiska centralbyrån
Published by SCB [?] · February 21 · 🌐

Dear people of the world,
If you are looking for facts about Sweden, you can find a lot of them on Statistics Sweden's English website <http://www.scb.se/eng/>.
Best regards,... See More

Gender equality in the clergy
Reach: 139 000

HEAVENLY JUSTICE
Members of the clergy

50 % women SEK 37 600/month	50 % men SEK 37 500/month
-----------------------------------	---------------------------------

Source: Wage and salary statistics 2015, Statistics Sweden

Sweden 10 million inhabitants
Reach: 390 000

SCB - Statistiska centralbyrån
Published by SCB [?] · January 20 · 🌐

Nu är vi 10 miljoner invånare i Sverige! Läs mer om denna historiska dag för svensk befolkningsstatistik: <http://www.scb.se/.../Nu-ar-vi-10-miljoner-invånare-i-Sverige/>



Our conclusions on how to improve results

- Write copy in plain language for the target group
- Use posts that are clearly visible in social media flow on mobiles
- Clear CTA (call to action)
- Create interesting landing pages on the website
- Catch the public interest in certain current topics when we can provide facts
- Use statistics from everyday life
- Take the opportunity to reach new users when we have statistics releases that interest a larger group of people
- Ads will increase your abilities to reach your target group.





Example 2: Sweden in figures

Web content for non-expert users and school.

A purpose

“Sweden in figures provides statistics accessible for young and non-expert users and makes it possible for them to compare, reflect and put figures in a context”

Three main target groups

Teachers

Students (10-18 years)

Non-expert users in general.





A strategy for marketing the web content

- Communicate specific material for school to teachers
- Reach students through teachers or direct
- Reach non-expert users with accessible material.





How do we reach the target groups?

With insights collected for the target groups, we agreed on some specifics that they have in common:

- Mobile use (students and non-expert users)
- Social media
- Google Search

We also try to attract attention from teachers using:

- Newsletter with specific material for school
- Events with printed material as hand-outs





Measurement plan for Sweden in figures

Now, we are able to pinpoint the KPIs used to be able to know if the project is successful:

- Visits from “correct” sources (mobile, social media, search traffic)
- Visits from social media
- The use of the material as a whole; e.g. pages/visit.
- School material visits





Some results for Sweden in figures Jan 1-May 31 2017

- Mobile + tablet traffic: 54 percent
- Search traffic (Mainly Google): 62 percent
- Social media: 2 percent of the visits
- Pages per visit: 4.6 in average





Engaging colleagues in analytics

- Open meetings on KPIs and goals every month. Blog posts on the intranet.

By doing this we have achieved:

- Improved awareness of our users' behaviour
- Discussions on how to improve results
- More request on results from the organisation
- Changes are made when results are not satisfactory.

