
Measuring success in social media and communication activities for non-expert users

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When starting measuring success for your communication, it is important to be able to answer the questions Why? and To whom? Not before defining and agreeing upon the purpose of your communication channels and the target groups for your communication, you can start defining goals measured by KPIs (Key Performance Indicators).

The Communication Department at Statistics Sweden has established a model for measuring progress in external communication channels. Having a strategic platform and gaining insights about the target groups that we want to reach has been crucial to be able to succeed in the activities there. Examples of how this model works in practice are presented here, on one hand for Facebook, on the other hand for a communication project with web content for non-expert users and school.

Measuring social media channels

We are present and active in several social media channels; Facebook, Instagram, Twitter and LinkedIn.

To be able to measure success in these channels, a social media strategy has been formulated and implemented. With the strategy in hand, a plan with KPIs and goals has been established.

The strategy is based on Statistics Sweden's overall strategy for 2020 and the brand platform. It is translated into the following goals for our social media channels:

- To use a tonality set in the brand platform, for instance being a trustworthy voice with high competence, encouraging people to submit information (surveys), and to use statistics to find out more about society.
- To publish statistics easily understood by the target groups, in an inspiring package.
- To strengthen the brand of Statistics Sweden and to increase the knowledge of statistics and the role of statistics in the democracy.
- To make statistics accessible for target groups that we normally do not reach.
- To give highly competent service adapted for our target group.
- To take the opportunity to show our transparency and to communicate our independence and quality.

Example 1: Facebook

As Facebook is our largest social media channel of the four. Therefore, I will show specifically how we work with the goals and KPIs here.

First, some key figures for Statistics Sweden's Facebook page:

- 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 SCB in society
The typical user: A private person active in social media
- 2) Users with special interest in Swedish society, however, low knowledge of statistics
Examples of users: Journalists or students interested in politics and society.

Age group: 25-45 year olds

Creating a measurement plan

To be able to write a measurement plan, you have to find out what the specific behaviour is of your target group. You do this by collecting insights, both by qualitative and quantitative data.

This is what we have found out about our main 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

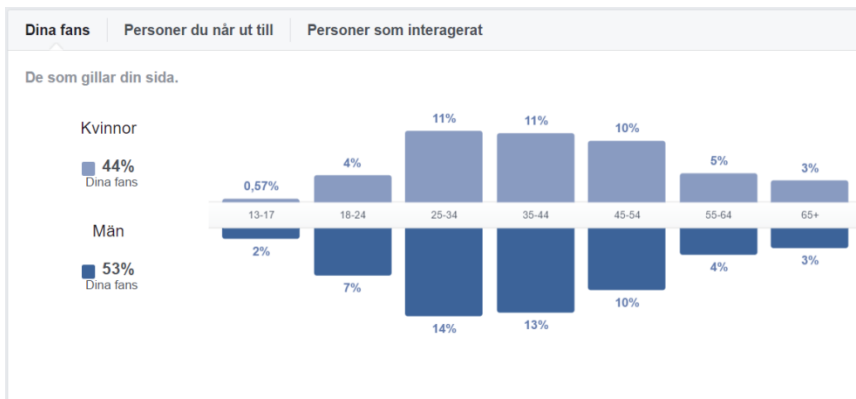
With the prioritised target groups and the digital behaviour in hand, the KPIs have been defined. Here are the most important ones:

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

The amount of likes on the page is not as interesting if users do not interact with the posts, as interactions give a better overall reach.

Age group and gender reach on Facebook 2016

There are more men than women reached by our posts. However, we succeed in reaching the age group in the social media strategy:



Examples of successful Facebook posts

Providing facts in connection to a current issue (Trump speech)

Reach: 378 000 – Reactions: 4600 - Shares: 1300

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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](#)



Statistics Sweden
Welcome to the SCB website

SCB.SE [Learn More](#)

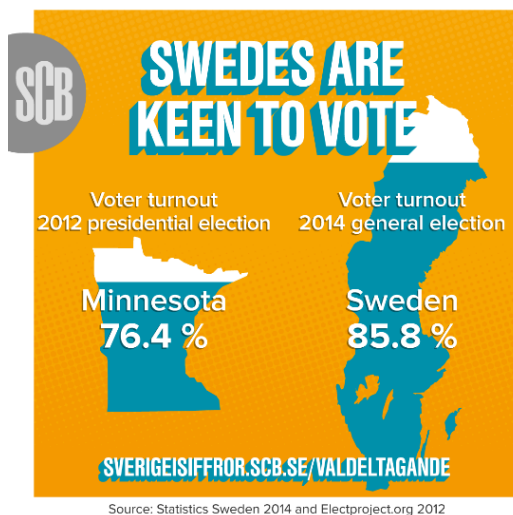
Video: Sweden 10 million inhabitants

Reach: 390 000 – Reactions: 1600 – Views 102 000 – Shares: 640



US Presidential Election: Posts in both Swedish and English

Reach: 50 000 – Reactions: 372 – Shares: 86



Heavenly justice - Gender equality in the clergy

Reach: 139 000 - Reactions: 1200 - Shares: 252



Our conclusions on how to improve results:

- Write copy in plain language for the target group
- Interactions are improved by using posts that are clearly visible in social media flow on mobiles, for instance posts with pictures, colorful infographics and animated videos.
- Clear CTA (call to action) – what are the users supposed to do after they have seen the post?
- Interesting landing pages on the website that we direct attention to in social media.
- Catching 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 that we know interest a larger group of people, for instance name-, population- and income statistics.
- Ads will increase the ability to reach the target groups.

Example 2: Measuring success for a communication project with a young audience

In October 2015, after almost a year of preparation, developing and production, we released a new section of the web site “Sweden in figures”.

<http://www.scb.se/hitta-statistik/sverige-i-siffror/>



The reason for this is that we decided to stop producing our statistical yearbook. Instead, we wanted to provide digital content for non-expert users and school, in order to reach a new audience. Before starting web development and selecting content, we did a thorough work with gaining insights of the needs and the digital behaviour of the target groups. This resulted in:

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.

Along the way, we have conducted user studies with both teachers and students (14 year olds).

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.

Example: The material on the website contains interactive graphs, easily accessible for the target groups.

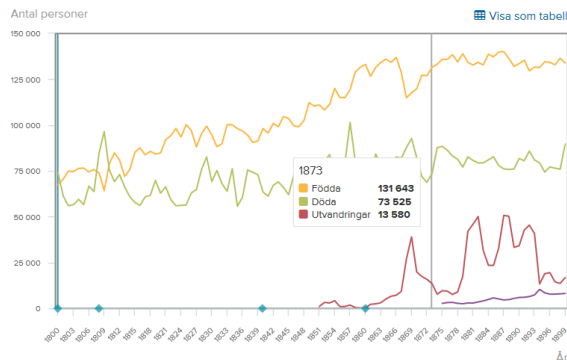
1800-TAL – KRIG, SJUKDOMAR OCH MASSUTVANDRING

1800, VI BLIR FLER ÄN 2 MILJONER I SVERIGE

Sveriges befolkning har passerat 2,3 miljoner och kommer mer än fördubblas under 1800-talet. Det beror framför allt på att fler barn överlever spädbarnstiden och att folk lever längre. Varannan person lever till exempel till 60 års ålder i mitten av 1800-talet, jämfört med endast var tredje hundra år tidigare.

- 1808 - 1809, Många dör i tyfus och dysenteri
- 1840 - 1870, Koleran sprids snabbt
- 1860, Utvandringen till Amerika börjar

Folkmängd och befolkningsförändringar 1800-1899



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

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)
- School material visits
- Visits from social media
- The use of the material as a whole; e.g. pages/visit.

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

Web survey revealed success for the project

In February 2016, we conducted a web survey on the site, in order to be able to compare the web content produced for Sweden in figures with the rest of our website that mainly were aimed at other target groups. We also wanted a picture of the user behaviour and the user satisfaction on the website as a whole.

The survey questions popped up when visitors entered the website asking only two questions:

- Who are you?
- What is the purpose of your visit at scb.se today?

(Answers by selecting the alternatives or providing free text)

After a couple of minutes, they received a third question to answer:

- Did you succeed with the purpose of your visit to the website?

The results were quite interesting as eight out of ten visitors to Sweden in figures were satisfied with their visit. This applied to only six out of ten visitors to the rest of the website. This is of course something that we expected, so now we are focusing on developing the website as a whole with three main target groups in mind:

- The tourist (non-expert user looking for facts on Sweden – i.e one of the target groups for Sweden in figures)
- The problem solver (the user with a business task that has to be solved at scb.se)
- The expert user (the professional statistician)

We collected the data for this survey directly into our analytics tool (Google Analytics). By doing this, we can create segments for each target group and study how they behave on the website and how they differ from each other. This has given us valuable input in the project for improving the website as a whole.

Engaging colleagues in analytics and reaching goals

Not all organisations have a team working with analytics and KPIs on full-time. In reality, analytics can sometimes be a lonesome work. At Statistics Sweden, a couple of communicators work with KPIs for our external channels on only a small part of their working time. When tasks that are more urgent call for our attention, this work is often set aside.

However, by involving the Communication Department in discussing both failure and success in our communication channels, we manage to focus on results and initiate discussions about them. This is done in open meetings every month.

During these meetings, improvements are encouraged by displaying good examples. To raise awareness outside the Communication Department, feedback by reports and presentations are used.

By doing this, we have reached the following:

- Improved awareness of our users' behaviour and needs.
- Discussions on how to improve output in order to reach goals.
- More requests on results from content producers in the whole organisation.
- Changes are made when results are not satisfactory. "We cannot expect to reach better results if we don't change anything."