Official statistics and social media: a challenge for NSIs to better communicate with all audience cohorts: Istat case

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Outline

1. Context
2. Istat social media strategy and actions
3. Istat on Twitter
4. Istat on Instagram
5. A special Istat case history
6. Conclusions
Why to use social platforms?

Social media’s influence has raised and become part of our everyday life.

✓ more than 4 billion people in the whole world use Internet (Jan 2018, +7% compared to Jan 2017)

✓ for an average of 6 hours each one per day

✓ YouTube has about 1,500 million monthly active users’ accounts

✓ Instagram has about 800 million monthly active users

✓ Twitter has about 330 million monthly active users

(Source: Hootsuite – we are social)
Why to use social platforms?

What about Italy?

✓ More than 43 million people use Internet (+10% compared to Jan 2017)

✓ 34 million (57% of Italians) are active social media users, who spend almost two hours a day using various social channels

✓ The most used social media in Italy is YouTube, 62% of italian social media users,

✓ Facebook with 60%

✓ Instagram with 33%, Google+ 25% and Twitter at 23%.

That's why today a social media strategy is essential for any business.

(Source: Hootsuite – we are social)
Why to use social platforms?

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<thead>
<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>YouTube</td>
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<td>Facebook</td>
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<td>Tumblr</td>
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*JAN 2018 MOST ACTIVE SOCIAL MEDIA PLATFORMS*

Survey-based data: figures represent users’ own claimed/reported activity.

Source: Globalwebindex, 02.03.2017. Based on a survey of internet users aged 16-64. Notes: Data for platforms with an asterisk (*) is collected in a different part of the survey to other platform data. All data has been released to show total national penetration, regardless of age. Advisory: figures are based on responses to a survey, and may not correlate to social media penetration figures shown elsewhere in this report. For full details, see the notes at the end of this report.
The main strategies for communicating via social media

- social listening
- project
- promotion
- active controlling

Of course, the above-mentioned strategies may be adopted in a diversified way according to the channel on which it is decided to apply them.
Why social networks for NSIs?

First of all, because NSIs have to stay where their users produce and share contents. So, they will have better chances of:

✔ intercepting information needs that emerge from the bottom, in real time

✔ using other channels in addition to the traditional one to strengthen a direct and immediate dialogue with citizens

✔ concretizing the principles of transparency, effectiveness and efficiency of the administrative action

✔ establishing a privileged channel of communication with traditional and new generation stakeholders

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Istat social platforms

**Twitter.** In real time statistical information dissemination to an audience more and more increasing, *interaction with followers*

**Instagram.** Data, events, publications, Istat identity

**Linkedin.** Dialogue with professional users (press release, publications, video, and events).

**YouTube.** All statistical videos and tutorial since October 2010

**SlideShare.** Presentations and documents organised for event data and tags

**Pinterest.** Infographics and data visualizations

**Flickr.** Photo shoots documenting the institutional events
Twitter

@istat_it since March 2011 (about 60,300 followers)
@istat_en since March 2012 (about 2,000 followers)

✓ Target: media, policy makers, bloggers and stakeholders

✓ Twitter is managed by Istat Press Office (Directorate for Communication)

✓ Press releases, publications, datasets and live twitting for relevant events

✓ Twitter accounts are checked out from Monday to Friday

✓ Istat replies to all users’ questions

✓ Istat intervenes to clarify misinterpretations (real time)
**Twitter goals**

- to disseminate statistical information in real time
- to intervene in case of misuse of data
- to draw citizens to the life of our Institute even targets that may not be touched by the 'traditional' means of a Corporate Communication
- to promote our corporate reputation
- to realize live twitting for relevant events
- to enhance the Institute’s historical and cultural heritage (e.g. 90th anniversary of Istat and its celebrations)
Twitter @istat_it rules

✓ **Tone of voice:**
both institutional and dynamic, built on simple and direct phrases, without using emoticons

✓ **3 categories of hashtags** to be used:
original ones, to connote each category of content (e.g. special events as #RapportoCompetitività or others for dissemination of our data as #export and #import)
#istat already widespread is always used in all our tweets
pre-existing hashtags to insert ourselves in topics already discussed online (e.g. #WorldBookDay)
#dateoftheday (ex: #27Giugno)

✓ **Weekly editorial plan**
Twitter @istat_it main actions

No automation is used to post messages, with the exception of tweetdeck. Tweets are written and posted exclusively by the social media team.

- Contents distribution
- Listening
- Interactions
- Retweets
- Customer service
Twitter key figures

@istat_it

✓ More than 9,900 tweets

✓ 3,100 photos and videos uploaded

✓ More than 60,700 followers

✓ Frequently #istat among the trending topic hashtag of the day

✓ In 2017, visitors to www.istat.it from Twitter increased by 274% in one year

✓ 1,195,000 views (1st quater 2018)

✓ 36,100 visits (1st quater 2018)

✓ 3,321 mentions (1st quater 2018)
Instagram Usage Analysis

An overview of monthly active Instagram users, broken down by gender.

- Total number of monthly active Instagram users: 16.00 million
- Active Instagram users as a percentage of total population: 27%
- Female users as a percentage of all active Instagram users: 51%
- Male users as a percentage of all active Instagram users: 49%

Source: Extrapolation of data from Instagram (via Facebook), January 2018. Penetration rates are for total population, regardless of age.
Editorial plan

- The main goal = telling the stories (and the history) of Istat, for a narration beyond the simple repeat of news, press releases and appointments

- Ad hoc layouts to guarantee our brand identity

- One different type of content for each day of the working week, identified through a related hashtag
  - #InIstat
  - #Italyinfigures
  - #Doyouknowthat
  - #ThrowbackThursday
  - #fridaystatistics

- Always #istat, #statistics

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Instagram key figures

✓ More than 250 posts

✓ About 1,300 followers

✓ From 20 likes each post (on average) to 50

✓ Videos with data have more views than promotional videos of events or e-books (about 200 for video clip)

✓ ‘How satisfied are we for…?’ (the most viewed video) https://www.instagram.com/p/BelbHvJA6_J/?taken-by=istat.it (362 views)

✓ We are working on a restyling of the current layouts and content innovations (to intercept increasingly important segments of the large Instagram audience)
Istat case #StatisticAll #trevisofestival
Treviso Statistical Festival – Sept./Oct. 2018

First, we created a dedicated Communication plan with different actions according to the various social channels (Twitter, Instagram, YouTube, SlideShare, Flickr)

**Main actions of the plan:**

- Choice of the hashtags (#StatisticAll #trevisofestival)
- Identification of the subjects to be tagged
- Live twitting of the highlights of the various events scheduled in the section of the Festival organized by Istat (StatisticAll Young)
- Creation of a logo and of multimedia products dedicated to the initiative
- Realization of an overall video of the event and of ‘Moment’ on Twitter at the end of the Festival
Istat case #StatisticAll #trevisofestival

This resulted in the following web products:

- Some dedicated animated gif
- Photos and video shot in presence for the Live blogging of the event [https://www.instagram.com/p/BZdhvozFRyS/?taken-by=istat_it](https://www.instagram.com/p/BZdhvozFRyS/?taken-by=istat_it)
- Overall video of the event (at the end of the Festival) [https://www.youtube.com/watch?v=D9qYnzm2p_I](https://www.youtube.com/watch?v=D9qYnzm2p_I)
- Photo gallery [https://www.flickr.com/photos/galleria_istat/albums/72157687822602883](https://www.flickr.com/photos/galleria_istat/albums/72157687822602883)
- Realization of a ‘Moment’ on Twitter at the end of the Festival [https://twitter.com/i/moments/914848941862277123](https://twitter.com/i/moments/914848941862277123)
Istat case #StatisticAll #trevisofestival

Some key figures

Twitter istat_it:

✓ About 30 tweets were made on the initiative (most of them live).

✓ The most popular among these received respectively **7,798/6,025** and **4,110** views. They registered an average of total interactions equal to 160 each.

Instagram istat_it:

✓ 16 post (most of them live)

✓ The most popular among these were those live telling special moments of the Festival through video clip (about 130 views each one)

✓ **During the days of the event the live twitting was so successful that our hashtag #StatisticAll became trending topic of the day.**
Conclusions

✓ Continuous improvement

✓ Social media system to achieve different set goals in a coordinated and univocal way

✓ Strengthening our brand identity through a careful monitoring of our e-reputation

✓ To compare with other Italian and international realities, in particular NSIs, to learn from ours and others’ positive experiences or mistakes

✓ To reinforce the team dedicated to social media activity in terms of specific professional skills and qualifications

✓ Next challenges = XIII Italian National conference of Statistics and Permanent censuses
Istat’s social media addresses

http://twitter.com/istat_it

https://www.instagram.com/istat_it/

https://www.linkedin.com/company/istat

http://www.flickr.com/photos/galleria_istat/

http://www.youtube.com/videoistat

http://www.slideshare.net/slideistat

https://it.pinterest.com/istat_infograf/

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Istat’s social media team
Who does what?

✓ 1 social media strategist (who defines the corporate strategy on social media and coordinates the team)
✓ 3 persons for the live twitting of institutional events and for posting contents on Instagram, YouTube and Flickr (they represent the voice of the brand; they publish the contents and interact with followers)
✓ 1 person for daily tweets from data released according to the annual or weekly calendar
✓ 1 person for updating contents in platforms such as Pinterest, SlideShare
✓ 1 statistician for conception and design of multimedia products with statistical content
✓ 1 person for the conception and design of multimedia products to promote events or e-books
✓ 1 graphic designer
✓ 1 videomaker for audio video shooting and eventual film editing.
Thanks for listening!

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