



Reaching new audiences

The ESS experience on Facebook

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

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DIGICOM



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



European
Commission



European Statistics
@European Statistics

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Posts

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Liked Following Share ... [Send Message](#)

Write something...

Share a photo or video	Advertise your business	Get messages	Create an event
Create an offer	Write a note	Start a Live Video	

Search for posts on this Page

Visitor Posts

Kerstin Hänsel
November 29, 2016 at 4:53pm
Welcome 😊
1 Like
Like - Comment - Message

English (US) · Hrvatski · Français (France) · Italiano · Deutsch



European
Commission

ESS Facebook network



ESS Facebook page



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...)



Content

- Engaging content
- Getting personal: asking a question
- Explanatory content
- Friendly, humoristic accompanying texts
- Familiar tone in interaction



European Statistics

Published by Isabelle Fiasse [?] · June 2 at 10:30am · €

You think you know where your tomatoes come from? Find out with Eurostat's quiz at <http://ec.europa.eu/eurostat/cache/quiz/>

AGRICULTURE AND FISHERIES

Which EU Member State was the largest producer of tomatoes

Italy

Spain

Portugal

SUBMIT

2,231 people reached

Like Comment Share

PI Ron Sun, Cherifa Serradj and 24 others

2 shares

Sergio Fernandes Morocco through Spain
Like · Reply · Message · 1 · June 2 at 10:34am

Gino Delledonne italia
Like · Reply · Message · 1 · June 3 at 2:45pm

Write a comment...



European Statistics

Published by Maja Islam [?] · March 23 · €

If Italy had 100 inhabitants, how many of them would be men and how many women? How many would be employed? For these and other key figures, see this video prepared by the Italian statistical office:



56,132 people reached

Boost Post

14K Views

Like Comment Share

Armando Corado, David Guerra and 185 others

Chronological

175 shares

Alexandra Hoier Marco!
Like · Reply · Message · March 23 at 1:35pm

Brunella Apreda No. Comment !!!!!!!!!!!!!
Like · Reply · Message · March 23 at 9:01pm

Marco Zima Simonella Interesting!
Like · Reply · Message · March 24 at 8:39am

DataThrills Nice, recently I did "If Croatia had 100 inhabitants" in form of a web comic, where the main character visits all 100 inhabitants individually
<https://www.facebook.com/DataThrills/photos/a.1732609773735355.1073741829.1606834176312916/1732609783735354/?type=3&theater>
Like · Reply · Message · March 24 at 2:43pm

Enrico Borghesio Dardo Filippo video carino
Like · Reply · Message · 2 · March 26 at 3:40pm

Pasquale Tridico 37 occupati su 100!!!!!!!!
Like · Reply · Message · March 26 at 4:25pm

3 Replies

Giorgio Delbarba Pietro Delbarba
Like · Reply · Message · March 26 at 5:11pm

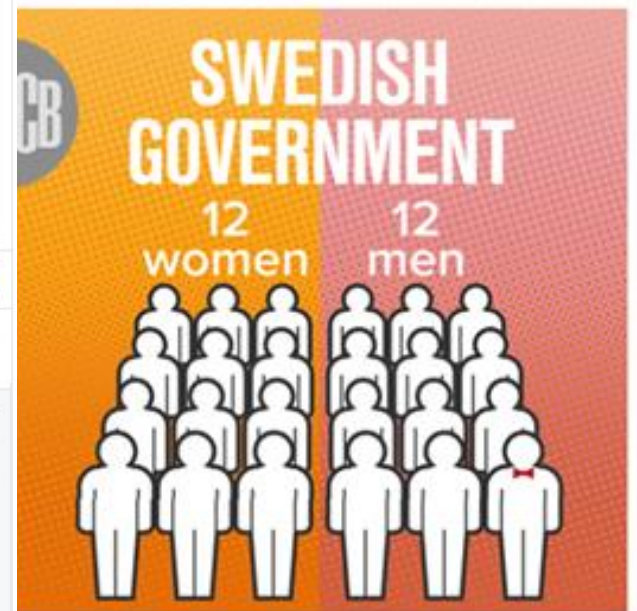
Write a comment...



European Statistics

Published by Maja Islam [?] · March 6 · €

current Swedish government is a great example of gender equality at work. For data related to Swedish elections see <http://www.scb.se/statistics-by-subject-area/democracy/> SCB - Statistiska centralbyrån



32 people reached

Boost Post

Like Comment Share

Ann-Jeanette Wahlqvist, Alexander Olsson and 82 others

3 shares

Write a comment...

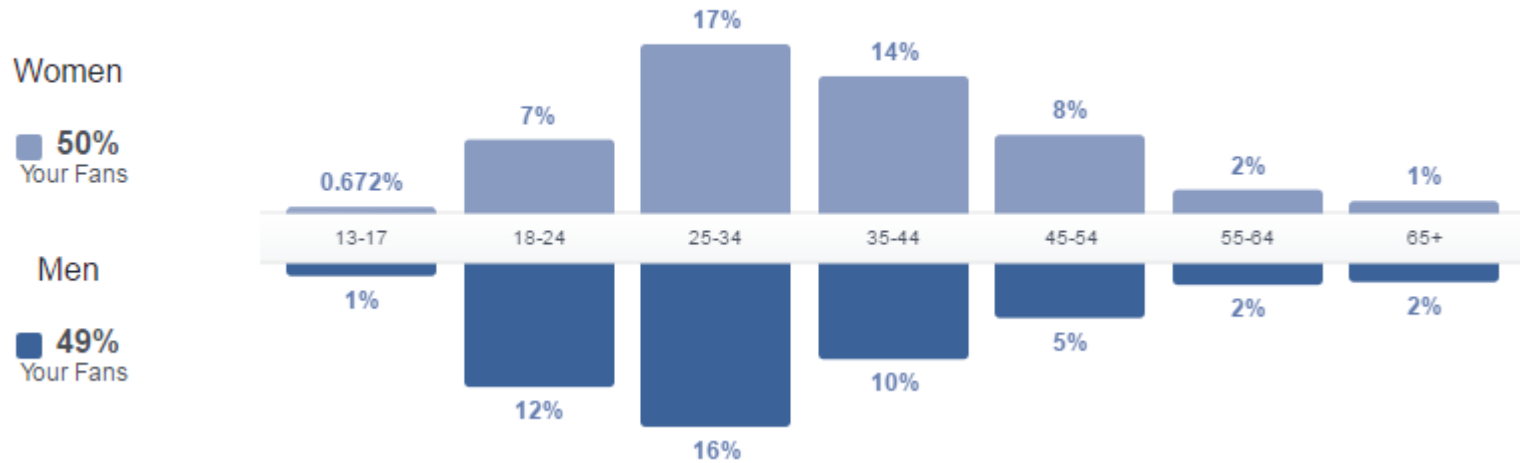
Lessons learned so far

Success stories

- Regular posting
- Cca. 3000 followers
- **54%** young people (aged 16-34)



The people who like your Page



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!

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