

Virtual meeting on the COVID-19 response in the area of Communication and Human Resources Management and Training
7 – 11 September 2020

Coronavirus: how to turn an emergency into an opportunity

Istat experience

Giulia Peci | Communication expert, relations with external users and social media

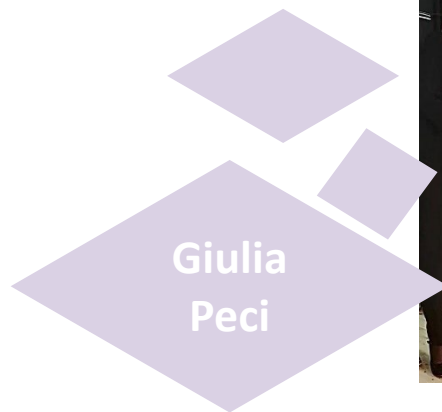
Michela Troia | Institutional website manager

ABOUT US



Michela
Troia

After graduation and a Master's degree in economics with a subsequent Master's degree in communication, she has been working at Istat since 1998. Web Content Specialist, usability and accessibility expert since 2003. Since 2001 to 2019 she dealt with social media and in the last 5 years she also dealt with users' satisfaction. Since 2016 to 2019 she was responsible for the relationships with users. Member of WP1 - User analysis of project for Digital communication, User analytics and Innovative products (DIGICOM) of the European statistical system. She also is a member of the working group on the usability of the Public Administration. In 2019 she became member of the Unece Strategic Communication Framework and actually she is member of the UNECE Capabilities and Communication Group. He is currently responsible for the Istat website.



Giulia
Peci

She has been working in the field of Communication for over 29 years. Graduated in Languages, she worked for about 15 years at 3M Italy S.p.A. as Public Affairs Specialist in the Legal Affairs and Public Relations Department. She moved to the Public Administration in 2001 (Istat, Central Communication Directorate). Since then, she has worked as Internal communication and Web communication expert for about 10 years. In the last years she has been mainly dealing with social media and relations with external users. Actually, member of the UNECE Capabilities and Communication Group and former member for two years of the Unece Strategic Communication Framework project. For one academic year, she also taught Corporate Communication at the European Institute of Design, based in Rome.

- **Analyzing** the context in order to plan an emergency Communication strategy
- **Creating** a 'control room' where the main actors make quick and effective decisions
- **Realizing** a coordinated campaign for the various channels and communication tools
- **Finding** a right and effective claim for the campaign

What is behind the choice of this claim?

The underlying message **#IstatperilPaese** aimed to mean that even in this very difficult and tragic moment for Italy, the Institute continued its work with respect for its role and mission, making itself available to the community even more than ever, despite the emergency



**Istat in support of the Country
during the Covid emergency**

<https://www.istat.it/it/archivio/239854>

<https://www.istat.it/en/archivio/240106>

- It is necessary to have a predefined **crisis communication plan** to be activated in crisis situations
- The importance to enable **direct and clear communication channels** both with other institutional data producers and with any kind of users, even the non expert ones
- We tested over time the **effectiveness and efficiency of a dedicated area on our website** to host statistical information connected to the topic
- Our role is to give official figures, but we do not have to forget that in an emergency context is essential seeking and finding **the best and most human way to interact with one's users**

comunica@istat.it

**THE ISTAT TELEMATIC HELPDESK FOR
CITIZENS**

305 specific requests for information related
to the health emergency for a total of
1,383 emails

Contact Center

**THE FRONT OFFICE FOR USERS
WHO ASK FOR DATA**

570 requests for data related
to the health emergency

SOME SPECIAL INITIATIVES FOR SCHOOLS

Istat participated in a project promoted by the National Institute of Documentation, Innovation and Educational Research (Indire) to encourage the use of official statistics in the school disciplines via the web

The "Permanent Census on school desks" initiative went ahead with the online awarding of primary and secondary school projects

DEDICATED AREA ON THE INSTITUTIONAL SITE

1,925,000 views for the Italian version
30,000 views for the English version
181,000 downloads made by users

DATA VISUALIZATION

Interactive graph dashboard to view and compare the data on deaths over the time per single municipality: 316,000 Views
18 infographics in Italian, **8** of which translated into English
31 cards specifically realized for social channels and the institutional website.

PRESS OFFICE


16 **notes for the media**
681 **press agency news**
over **1,255 articles** both printed and by web
95 **radio-tv appearances**
73 **interviews**

SOCIAL MEDIA

Published social posts/tweets containing the hashtag **#IstatperilPaese**
121 on **Twitter** with 1,118,979 views
96 on **LinkedIn** with 68,520 views
54 on **Instagram** with 134.502 views
12 on **Facebook** with 11,357 views

- To think in a strategical way in order **to ride the crisis and not to be overwhelmed by it**
- To strenghten the **role of official statistics** within the Country and the positioning of Istat as its producer also by winning the trust and gaining the attention of non-experts
- To intensify and accelerate the **use of new data sources**

- **An emergency can become a challenge**
- **Great difficulties at the beginning of the emergency**
- **Some downfalls**



'Communication occurs when, in addition to the message, it also passes a soul supplement'
(Henri Bergson)