UNECE High-level Group for the Modernisation of Official Statistics

Business Case for How to realize a successful Social media strategy within a Statistical Organization

This business case was prepared by **Istat**, and is submitted to the HLG-MOS for their approval.

Type of Activity

☐	New project	☒	New activity
☐	Extension of existing project	☐	Extension of existing activity
Projects are undertaken by separate project teams. Projects are expected to produce a significant contribution to achieving the HLG-MOS vision		*Activities are undertaken by Modernisation Groups. These activities produce smaller, more detailed outputs to help achieve the HLG-MOS vision*	

See here for more details: https://statswiki.unece.org/display/hlgbas/HLG-MOS+Strategy

Purpose

Communication in the Social media era: how does communication change in the digital age? Everything is more fluid, distances are shortened, the concept of 'Privacy' tends to disappear. Even the most traditionalists and conservatives have today to negotiate with a revolution that begun for years now, but in a certain way has always been diminished or contained, also when the results were and are obvious. Today Social media have changed and revolutionized the way people communicate, in all sectors, from politics, to advertising, to interpersonal relationships. We have thus to approach this big change in a positive way, trying to exploit the strength, the characteristics and the technology that these new media make available to anybody who knows how to better manage them. Almost 3.5 billion people all over the world frequently use Social media to share photos and videos, learn about new products and services, interact with each other and with brands. And this number is growing year by year, showing that Social media is by no means a passing phenomenon.

A right and well-planned Social media strategy is therefore inevitably advantageous for any organization that intends to make use of it. For this reason and given that there is no universal recipe for success in order to make their use effective, it is important that those who work in a same field, as the different National Statistical Organizations, help each other to correctly identify the aims to be reached and the most suitable platforms to the realization of their common purposes.

Description of the activity

We worked at a Strategic Communication Framework to help each Communication Structure within different Statistical Organizations to become always more strategic within their own Organization and in the highly competitive environment. In the Phase II of this Project we deepened how to better involve our Stakeholders to ensure the effective delivery of our Corporate strategy. In a hypothetical phase III of the Project it would be useful to discuss strategy about how to achieve all these results also through a valid Social media strategy.

Alternatives considered

What is the impact if we do nothing? Could the work be done on a smaller scale?

How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?	
The activity is linked to 'Actively engage' but also to 'Adopt a service oriented approach' as we have to service the public and they get their information and engage through Social Media	
Proposed start and end dates	
Start: January 2020	**End:** December 2020
Provide start and end dates for the activity. Tip: The HLG-MOS prefer activities that are for maximum 12 months. If you think the activity will take longer, consider breaking it into 2 or more phases.	

Guidance notes for completing the template

Business cases should be **strictly no longer than 2 pages**. Keep your text short and to the point. You can delete these guidance notes when you have completed the business case.

Business cases should not go into technical details. Remember, the audience for your business case will be chief statisticians. They will not accept a proposal just because you think it is a good idea. They will need to be convinced!