Steering communication by an integrated media monitoring

UNECE Expert Session on the Dissemination and Communication of Statistics

11.-14.10.2021

Sebastian Bisch
Digital Transformation Time Line

- Expansion of GENESIS-Online
- 1st relaunch of GENESIS-Online
- Corona Statistics webpage
- Online press briefing
- Media monitoring
- Press briefings (from own media room)
- Media library (videos + podcasts)
- Social media brand ambassador
- 4th quarter of 2021: Digital Magazine
  2nd relaunch of GENESIS-Online
- Discontinuation of distribution
- Discontinuation of Yearbook
- Search engine optimisation
- Newsroom pilot operation
- Creation of multimedia editorial unit
- Relaunch of website
- 2008 YouTube
- 2013 Twitter
- Product portfolio – Reduction of print/PDF publications
- Discontinuation of Fachserie publications/Introduction of statistical reports
- Dissolution of print/PDF editorial unit (BS35)

Federal Statistical Office (Destatis)
# Dashboard August 2021

<table>
<thead>
<tr>
<th>Media reach</th>
<th>2,481</th>
<th>Press efficiency</th>
<th>7,3 Mill.</th>
<th><a href="http://www.destatis.de">www.destatis.de</a></th>
<th>1,2 Mill.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Number of articles)</td>
<td></td>
<td>(Ø media coverage* per release)</td>
<td></td>
<td>(Website hits)</td>
<td></td>
</tr>
<tr>
<td>Compared August 2020</td>
<td>+51,2%</td>
<td>Compared August 2020</td>
<td>-12,9%</td>
<td>Compared August 2020</td>
<td>+32,0%</td>
</tr>
<tr>
<td>ø 2020</td>
<td>1,179</td>
<td>ø 2020</td>
<td>5,3 Mill.</td>
<td>ø 2020</td>
<td>1,1 Mill.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Media coverage*</th>
<th>725 Mill.</th>
<th>Press releases</th>
<th>69</th>
<th>Newsroom</th>
<th>7,2 Mill.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Ø Media coverage per release)</td>
<td></td>
<td>(Number of articles)</td>
<td></td>
<td>(Number of articles)</td>
<td></td>
</tr>
<tr>
<td>Compared August 2020</td>
<td>+41,8%</td>
<td>Compared August 2020</td>
<td>+25,5%</td>
<td>Share Newsroom media coverage</td>
<td>14%</td>
</tr>
<tr>
<td>ø 2020</td>
<td>380 Mill.</td>
<td>ø 2020</td>
<td>57</td>
<td>ø 2020</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter-Follower (monthly growth)</th>
<th>35,468 (+377)</th>
<th>LinkedIn-Follower (monthly growth)</th>
<th>2,836 (+150)</th>
<th>Instagram-Follower (monthly growth)</th>
<th>3,321 (+235)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Tweets August</td>
<td>74</td>
<td>Number Updates August</td>
<td>10</td>
<td>Posts/Stories August</td>
<td>39</td>
</tr>
<tr>
<td>Impressions** August</td>
<td>593,293</td>
<td>Impressions** August</td>
<td>13,594</td>
<td>Impressions** August</td>
<td>56,915</td>
</tr>
</tbody>
</table>

Statistisches Bundesamt (Destatis)
Detailed analysis:

» Press conferences
» Press releases
» Newsroom activities
» Social Media
» Search (FAQs)
» User analytics
» Web hits, downloads....

» Monthly steering meeting & report to management.
Any questions?

Sebastian Bisch

sebastian.bisch@destatis.de