



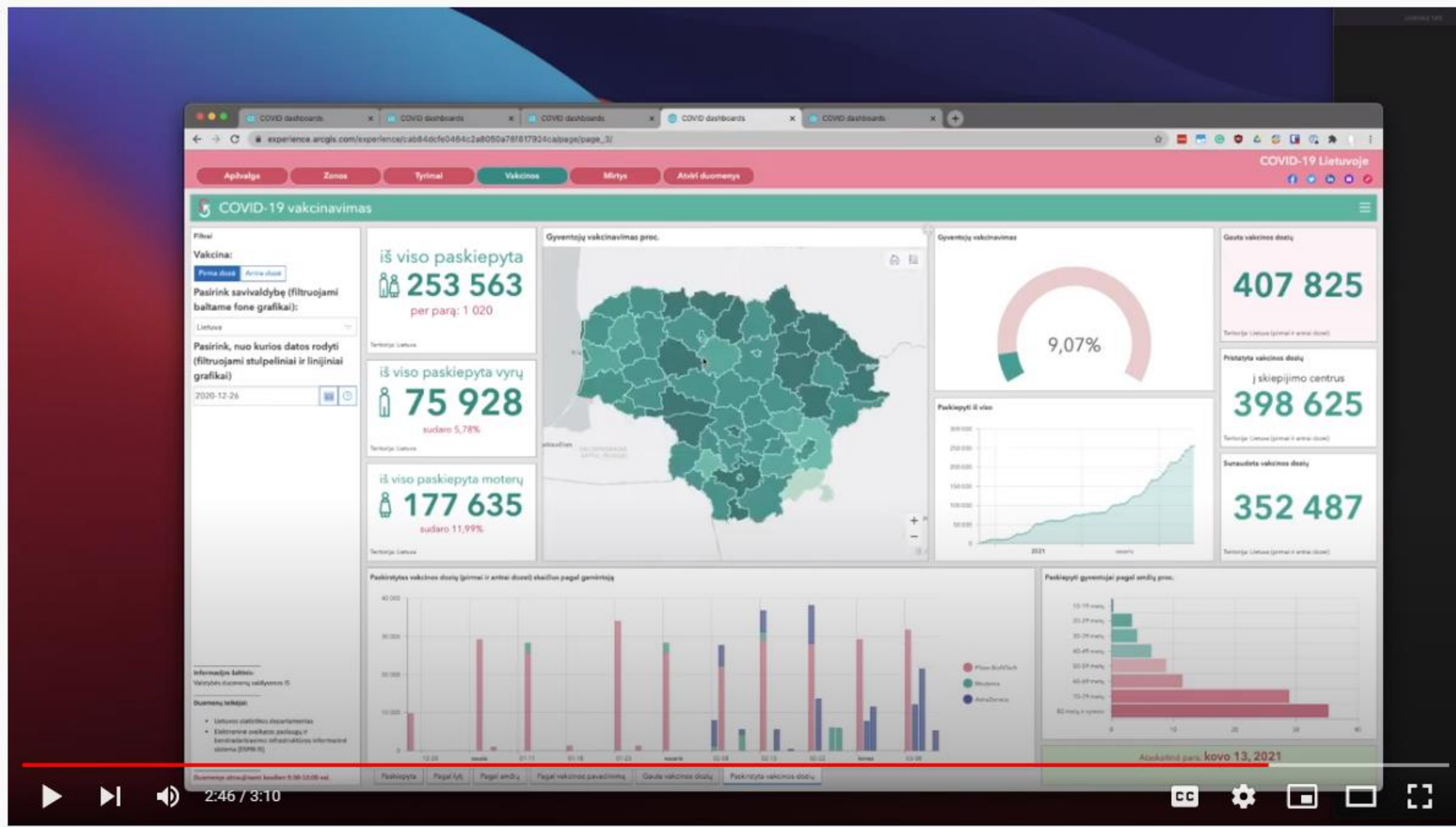
Increasing visibility through managing the national COVID dashboard

Laima Grižaitė
*Head Statistics dissemination and
communication division*

Statistics Lithuania started to publish COVID-19 data

Since November 2020 daily reports on COVID data in Official Statistics Portal

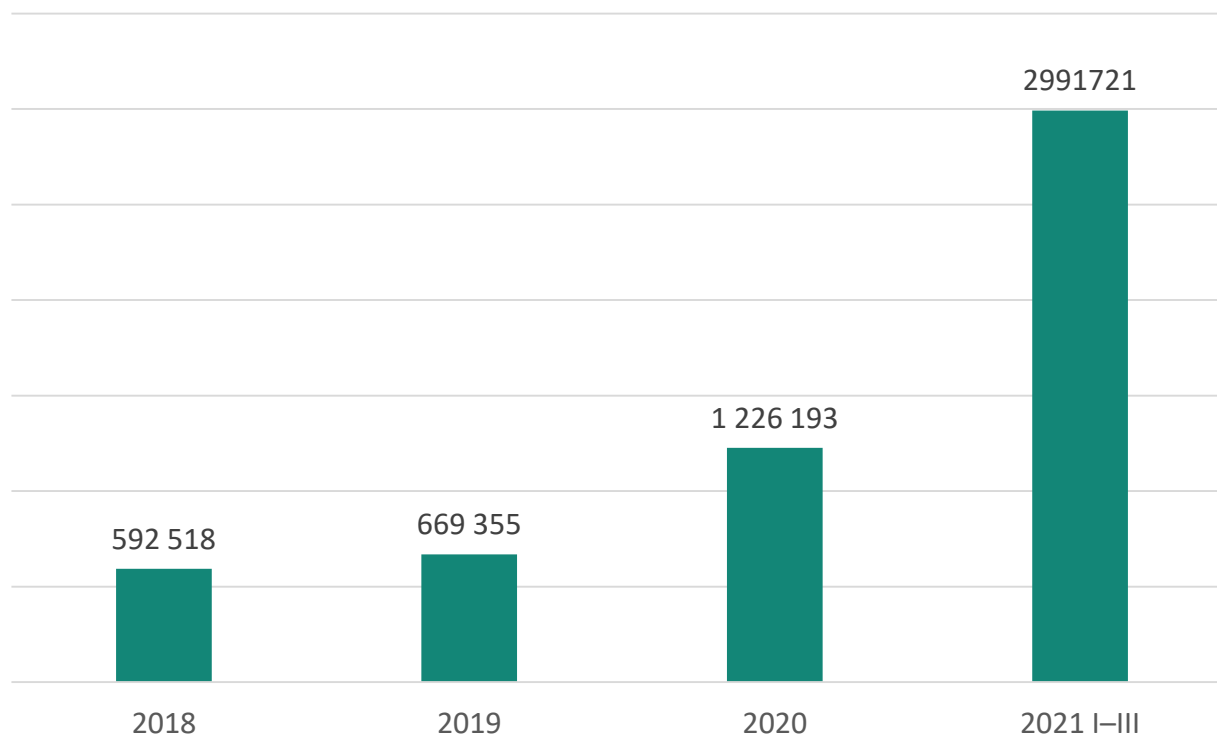
Since January 2021 more detailed COVID indicators and open data files



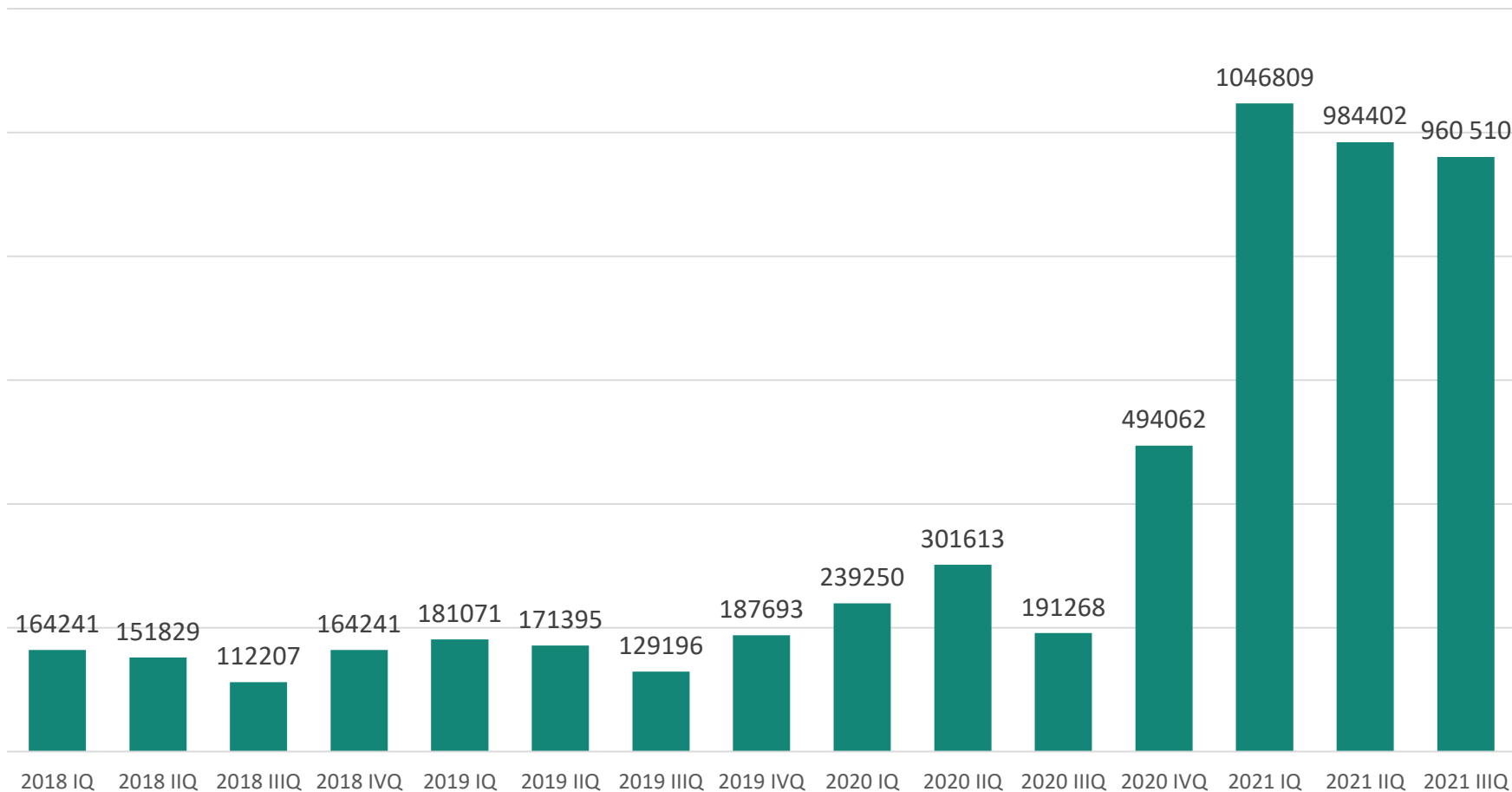
Average daily visits to the dashboards 11 976



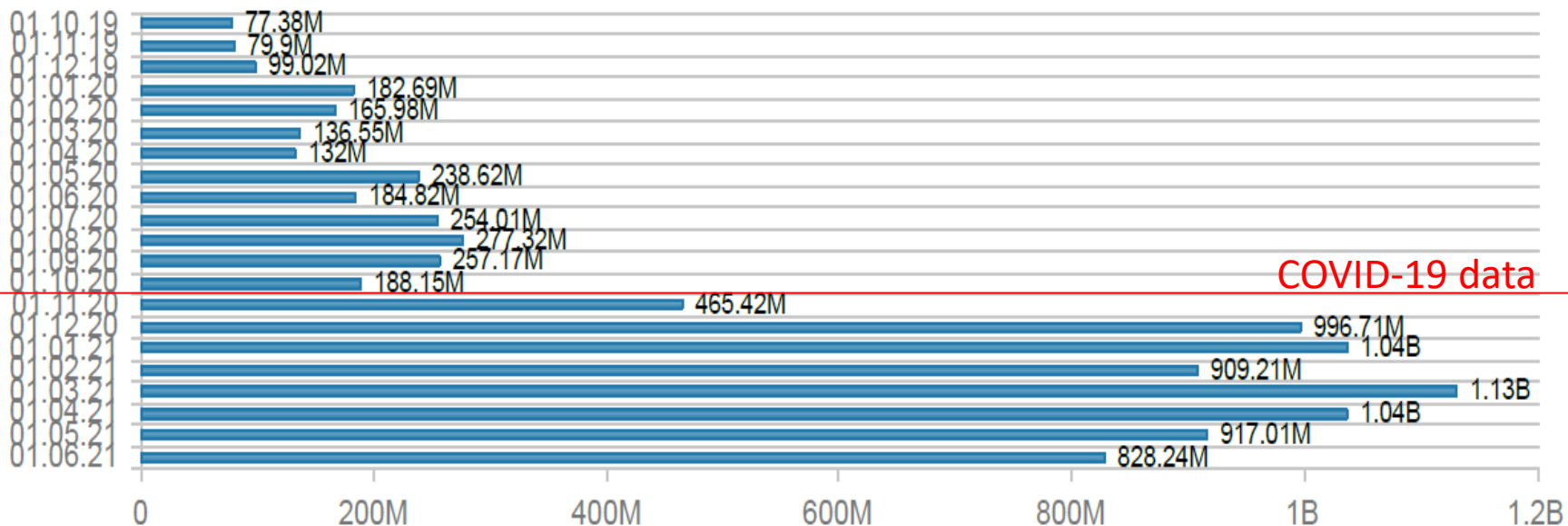
User sessions in Oficial Statistics Portal



User sessions by quarter



Dynamics of the audience reached by Statistics Lithuania in MEDIA



Social media progress (FB)

Results

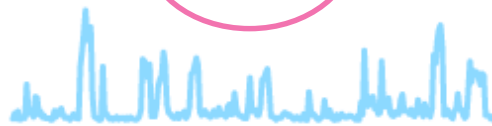
Paid reach ⓘ

321,716 ↑ 477.8%



Facebook Page reach ⓘ

648,802 ↑ 90.2%



Instagram reach ⓘ

72,414 ↑ 496.8%



See Results Report

Number of followers

2020 – 6 317

2021 – 9 300

32 %



For more information, please address me

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