

CENSIMENTI PERMANENTI
POPOLAZIONE
E ABITAZIONI

From data to storytelling: Istat's communication strategy for Permanent Census of Population

Micaela Paciello, Daria Squillante

Istat - Italian National Institute of Statistics
Directorate for the Communication of statistical
information

Introduction

SINCE 2018, THANKS TO AN INNOVATIVE COMMUNICATION CAMPAIGN INTEGRATED WITH CENSUSES, ISTAT HAS BEEN BUILDING A **NEW NARRATIVE OF THE PERMANENT POPULATION CENSUS.**

THE GOAL IS TO CONVEY NEWS AND INFORMATION TO A WIDER AND HETEROGENEOUS AUDIENCE, WHICH AIMS TO ENHANCE THE COGNITIVE VALUE OF THE **CENSUS AS A UNIQUE OPPORTUNITY TO READ, UNDERSTAND CHANGES AND BUILD THE FUTURE OF THE COUNTRY.**

*Hungry for News.
Less free time available!*



Increasing research/questions on thematic data set, statistical surveys, accountable and synthetic information

Strategy of communication for Census results

In December 2020 Istat enhanced a new communication strategy tied-in with the release of census results, which is focused on **alternative ways to share and disseminate data through more “pop” communication tools and data visualization products:**

- INFOGRAPHICS
- VIDEO-TUTORIALS
- VIDEO ANIMATIONS
- DIGITAL WALLS
- DEDICATED WEB PLATFORMS
- VIRTUAL EVENTS.



ISTAT CHOSE TO DISCLOSE AN INFORMATIONAL PATRIMONY SUCH AS THAT OF THE NEW PERMANENT CENSUS OF POPULATION AND HOUSING BY DESIGNING “CENSUS DROPPER-FORMATS” AS WELL AS MORE “TRADITIONAL” PRODUCTS (PRESS RELEASES, TABLES).

The main goals and the new challenges of communication campaign

Istat experimented

Communication languages and platforms

not following communication trends,

but rather finding

the most effective communication methods

to bring citizens, laymen, knowledge of data

as a form of interpreting the country.



SOCIALIZATION WITH STATISTICS BECOMES A FUNDAMENTAL STEP TO OBTAIN CONSENT TO PARTICIPATE!

From storytelling to datatelling

FROM DECEMBER 2020, ISTAT REALIZED TAILORED COMMUNICATION CAMPAIGNS AIMED AT PROMOTING CENSUS RESULTS.

1. A **cycle of infographics relating to the demographic structure** of the country, education, foreigners in Italy and the mobility of Italians
2. A **cycle of 21 regional social cards** of demographic cut, each containing two "structural fixed indicators" and a regional "curiosity"
3. A weekly **organic social campaign denominated “Yesterday / Today”**, to explain how the country has changed thanks to the historical comparison of the censuses (1951/2019)
4. A cycle of **thematic Infographs dedicated to the main foreign communities** that live in Italy
5. A **Video tutorial on the integrated System for the dissemination of census data**

A cycle of infographics relating to the demographic structure

Infographics - video animation

A cycle of thematic infographics adapted in multiple formats for different social networks, unpacked in carousel and transformed into video animations, which animated the social plan.

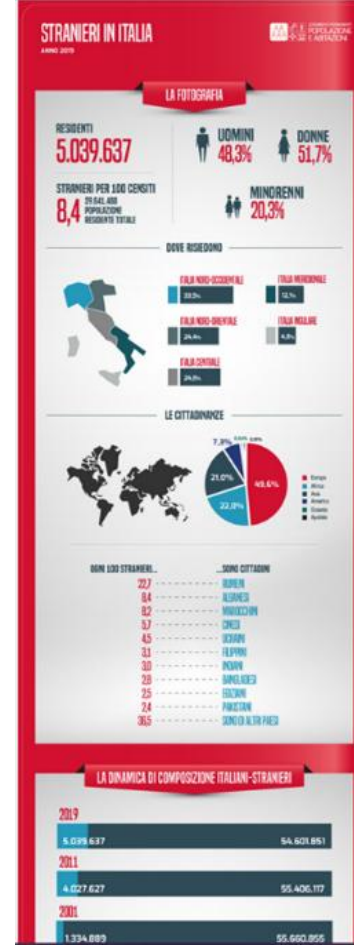
DEMOGRAPHIC STRUCTURE



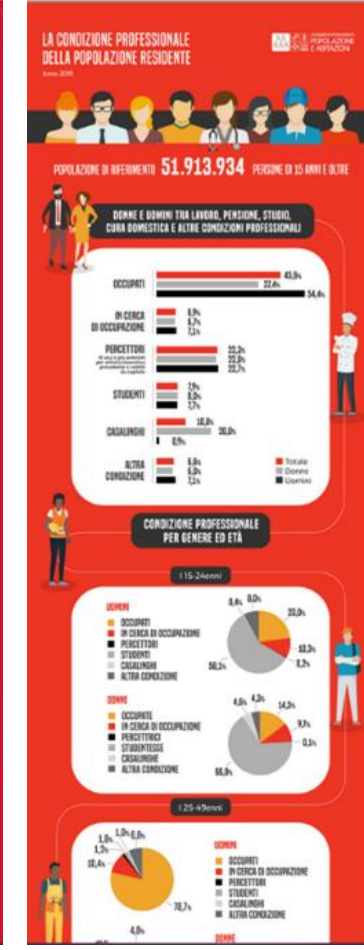
EDUCATION



FOREIGNERS IN ITALY



PROFESSIONAL CONDITION



VILLAGES IN ITALY



Focus: the mobility of Italians

Infographics - video animation



Regional Census results

A cycle of social card, a dedicated web section and event

Virtual Conference



Virtual venue Istat



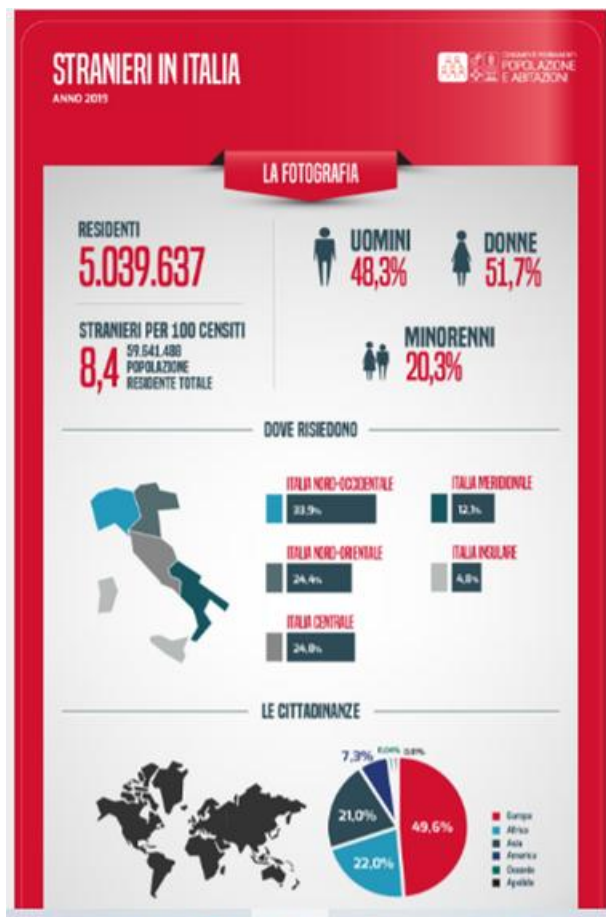
21 Social cards, one for each Region, with a demographic cut, each containing two "structural fixed indicators" and a regional "curiosity".



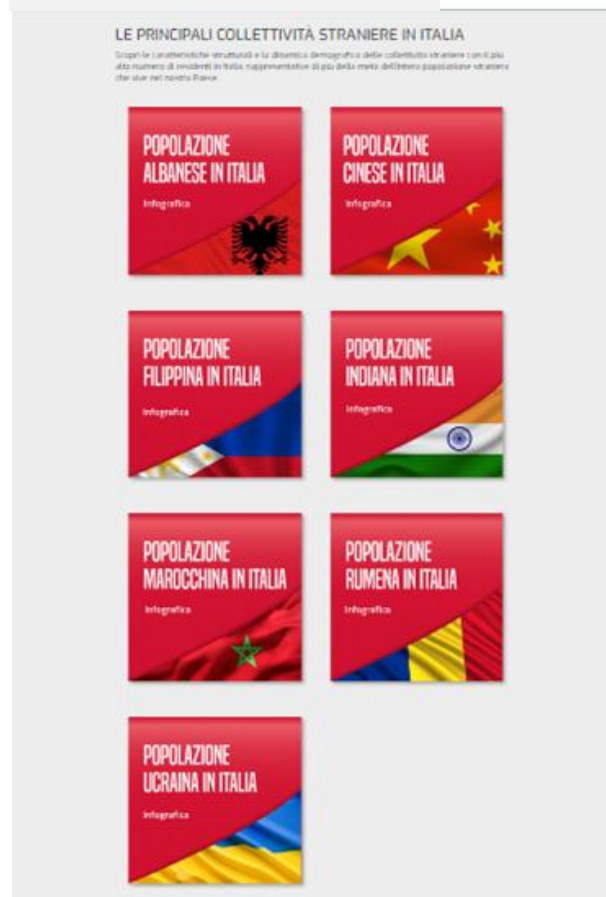
Section on web site

Foreign communities in Italy

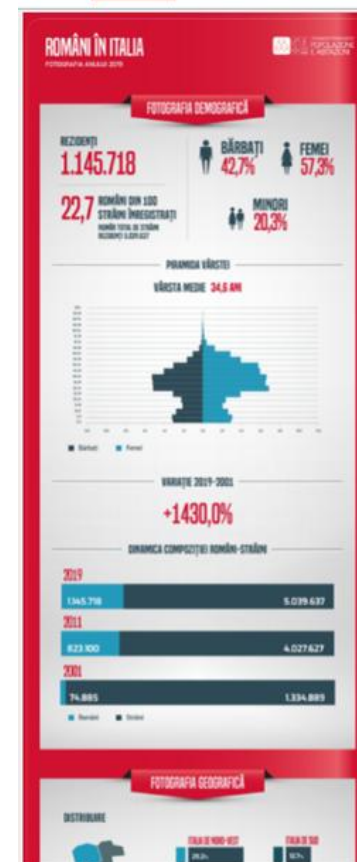
A cycle of thematic Infographics and dedicated section on web site



Section on web site



1 Infograph for each of the first 7 foreign communities translated into 7 languages



Yesterday /Today: a successful social campaign

- A story built on the comparison between the 1951 and 2019 censuses
- A format characterized by a precise graphic choice, aimed at connoting social cards and retaining users

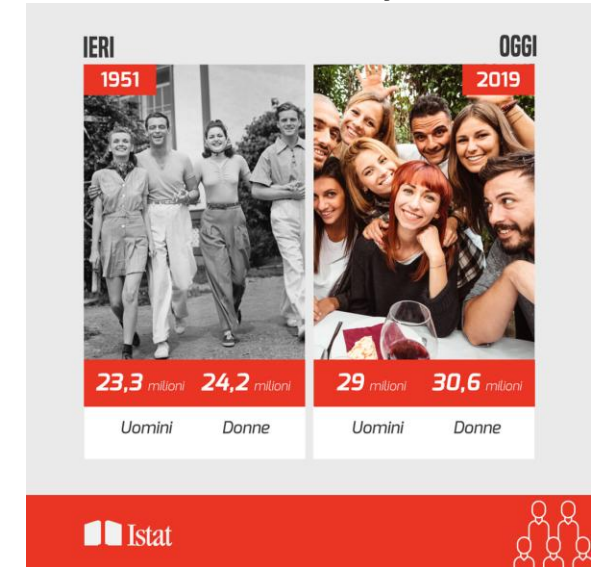
29 January



05 February



10 February



FACEBOOK

1545 followers- 15 like - 6 shares

INSTAGRAM

6.946 coverage - 387 like

TWITTER

6.575 impressions – 159 interactions
16 like – 16 retweet

1303 followers - 15 like - 6 shares

5.605 coverage - 239 like

5.940 impressions – 165 interactions
34 like - 21 retweet

1081 followers- 17 like - 9 shares

4.869 coverage - 206 like

3.756 impressions- 101 interactions
11 like- 5 retweet

Video tutorial on the integrated system for the dissemination of census data

- To bring wider audiences closer to the three navigation systems that compose the entire information assets of the censuses
- to make them more accessible to an audience of non-experts
- to illustrate, in a simplified and captivating way, the architecture and navigation paths, thanks to simple language and a captivating animation and visualization system.



<https://censimentigiornodopogiorno.it/come-accedere-a-tutti-i-risultati-video-tutorial/>

A scientific approach for Istat visual communication

In conceptually and graphically designing each specific Population Census' visual dropper-formats (a card, an infographic, a video), Istat pays the utmost attention to interpenetrating the need for visual communication (which is also) scientifically aimed.



A syntesis of rigorous selection of crucial indicators to capture Census domains (=statistical scientificity), with a deep understanding of mechanisms underlying the storing of statistical information in a pleasant, accurate and lasting way (psychological scientificity).

Web site and social: the information incubators

www.censimentigiornodopogiorno.it

- Designed to follow the history of the permanent censuses that amplifies all the off and on line activities
- Not an institutional space but a real digital hub that collects curiosities, video contributions, and communication actions implemented to promote and inform on censuses
- An interface adapted to the chronological progression of censuses and communication plan
- A large dashboard, responsive and therefore reachable from the main devices available.



Social media strategy

MAIN GOALS

- to viralize all communication tools and data visualization products
- to amplify the diffusion of the various targets and to involve citizens through specific initiatives on censuses
- to launch communication and viral campaigns
- to socialize statistics and results
- monitor Istat's reputation.



STRATEGY

- Based on a weekly editorial plan- that also contains the copy and the multimedia content (image, video, GIF, social card, etc.) of each post/tweet
- “Ad hoc mini-campaigns” for each cycle of thematic product of Data visualization
- Endorsement actions by communicators and information multipliers (web and social influencers, ambassadors, journalists, etc ...).

*The strategy of datatelling
And the implementation of digital
and social communication
has made the information assets
of the censuses produced by Istat
more accessible,
not only to professionals,
but also to an increasingly diversified
and growing public of non-experts.*

“ *Thanks for your attention* ”

Micaela Paciello

E-mail: paciello@istat.it

Daria Squillante

E-mail: squillante@istat.it