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## **‘Dati alla mano’, a new tool to reach potential audience**

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### ***Abstract***

Statistics represent an indispensable support for making rational choices, not only for public decision-makers, but also for economic operators, social partners, the media and all citizens.

To make anybody understand all this, it becomes essential to succeed in spreading knowledge and competence even among the population less accustomed to the use of data, in order to stimulate an increasingly evidence-based approach to reality. It urges to tell the official statistics in a simple and direct language.

The Italian National Institute of Statistics (Istat) plays a crucial role, both in Italy and abroad, that is fully recognized in the academic and institutional context, but how many people of Istat know only the name, at most related to the word inflation or relegated to a role of mere certifier of GDP and unemployment?

It is from these awareness that the idea of Dati alla mano (<https://www.istat.it/it/dati-alla-mano>) as a new web area linked to the corporate website and highlighted on its home page was born.

Aiming for meeting potential new users (mainly young people and ordinary people, not data experts), Dati alla mano offers videos, games, infographics, interactive graphics and short interviews and any of these products is realized in a friendly and easily clear way. Because numbers can also be easy to understand and fun to use!

In order to pursue this aim of expanding the statistics' users audience, we cannot underestimate the importance of communication via Social media. In fact, these ones are currently the places where even non-expert audiences stay mostly.

To better engage our followers it is really important to create emotional connections through the publication of fun, light and convincing products, without ever forgetting the statistical and informative content. Dati alla mano represents the perfect repository of similar tools and for this reason it was decided to launch a specific promotion campaign for this web area through a Social media publishing plan scheduled over the months.

In line with this strategy, the contents of Dati alla mano were chosen as the core of the Social Media Advocacy 'Amplify' experimental project, i.e. a project that involved a small group of people- called “ambassador” inside and outside Istat who shared the contents of Dati alla mano on their social channels. Thanks to the collaboration of some identified ambassadors, Istat tried to better communicate and amplify these contents, aiming to make the statistics more ‘POP’ (in the sense of informative) and therefore closer to the daily choices of each of us.

Our speech will present both Dati alla mano as a product and the social media promotional campaign we conducted, in addition one of us will share the experience in the project as Istat Ambassador.

Istat Communication Directorate

Cristiana Conti, Giulia Peci, Giovanni Prattichizzo

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## Introduction

The most recent tool to spread statistical culture and to broaden the audience of the Italian National Institute of Statistics (Istat) is *Dati alla mano*, an area of the corporate website dedicated to the non-expert public and online since October 2020.

The purposes of *Dati alla mano* are clear. Using a Latin formula, we can say that *Dati alla mano* is a "nomen-omen", i.e. the name says everything. Actually, in Italian the name contains a double meaning: to be "alla mano" means to be friendly, to be easy, while on the other side stating something or making decisions "dati alla mano" means speaking or acting on the basis of data. In fact, *Dati alla mano* aims to offer a friendly approach to statistics and, at the same time, promote the use of data.

Before going into the tool and into the related promotional campaign we have carried out, we need to dwell on a few points:

- 1) although today access to data is possible for anyone with an Internet connection - via smartphone, tablet or computer - the ability to understand the data is not as widespread;

2) the National Institute of Statistics (Istat) plays an important role in Italy and abroad, well recognized in scientific and academic circles. It also enjoys a good reputation among the Italian population. However, we wondered how many people of Istat know only the name, at most related to the word "inflation" or relegated to a role of mere certifier of GDP and unemployment. We wondered how many people only know the main data released by the media, ignoring the richness of Istat's production and its role in the Country;

3) the promotion of statistical culture and knowledge of the environmental, economic, demographic and social reality of Italy is an integral part of Istat's mission.

This set of considerations represents the context in which *Dati alla mano* was born. Now, our story can begin.

## 1. A longstanding commitment, a new tool

For years Istat has started a process of bringing statistics closer to citizens, because looking at reality through numbers and being aware of the dimension of phenomena, beyond subjective perceptions, is useful for everyone. The production of disclosure materials has been part of this process. They were on paper in the most distant years and later in digital format, so most of these materials were scattered throughout the Institutional web site, but there was no one place to collect them all.

When we decided to broaden our audience, "capturing" even the public most distant from statistical themes, and as soon as we established that we were going to use the web, the first step consisted in identifying on our corporate web site all the content that could be of interest to a vast public. These contents ranged from the names given to newborns by parents to videos that showed either particular aspects of the Country (educational assets, sustainable development, etc.) or funny examples of use of statistics. Once the materials had been identified, it was necessary to select them, choosing those that were still current and interesting, then we organized them according to a logical structure, i.e. finding a trait d'union that connected them by homogeneous groups.

This first group of available materials helped us to think. It gave us the chance to look back at our history and experience in promoting statistical culture; it offered us input to renew still valid proposals and to find new ways. In addition, it gave us a way to link together tools that were created for different needs but can be traced back to a simpler or more direct approach to data.

Then, we put ourselves in the shoes of non-experts, trying to imagine their possible questions about statistics:

what is statistics and why is it useful;

which are the main phenomena affecting my Country (and my life);

which are the statistical concepts that are useful to know and how can I learn them;

what's new;

after, we designed the new area of the corporate web site giving answer to these questions. Therefore, either by using previous materials or by creating new stuff, we divided Dati alla mano into four sections, each one divided into sub-sections:

1) Why Statistics? This part explains the function and usefulness of statistics through short videos. These videos collect testimonials from colleagues who work with numbers every day; each of them offers their own vision and experience. Other videos examine some clichés (for example: girls are not attracted to science subjects) and refute or articulate them using the data. A sub-section explains a basic lexicon with simple words and examples ( for instance, here is the difference between absolute poverty and relative poverty, here is the meaning of inflation or neet etc). Finally, short animations illustrates concepts such as GDP or the components of the labor market.

2) Italy in figures, this section presents the main data on the Country through info graphics and interactive graphs, in which images help to understand the numbers. Moreover, "calculators" offer forays into certain demographic, social and economic aspects of Italy, (for example: which names have parents chosen most frequently for children born in a specific year?; what is the value of the monthly expenditure below which a family is in poverty?).

A simplified navigation system that draws on the Institute's database allows the user to explore many data divided into 19 themes; finally, in the last sub-section you can navigate through a web publication, realized by Eurostat in collaboration with Istat, that offers a comparison between aspects of the Italian population and that of other European countries.

3) Play and learn, in this section you can find several pleasant ways to discover statistics: 1) graphic cards that, through short stories, inductively explain concepts such as the mean, the median, the mode, or the standard deviation; 2) "statistical" fairy tales, to read or listen to in podcasts, that showcase statistical concepts through compelling stories; 3) illustrated presentations that children can interact with; 4) funny videos about statistics 5) information about statistical competition for young people; 6) real games to test one's knowledge of the data concerning the Country and its territories, most of them are to be done online, but there is also a small enigmatic section that can also be printed and made into a game table.

4) News, constantly give information about new initiatives and projects promoted by Istat. Moreover, through short interviews they explain data and surveys. News provide an opportunity to "tell" the data in a very simple language and show meaning and value of the data for the community and individuals.

## 2. Visual and non visual language strategy

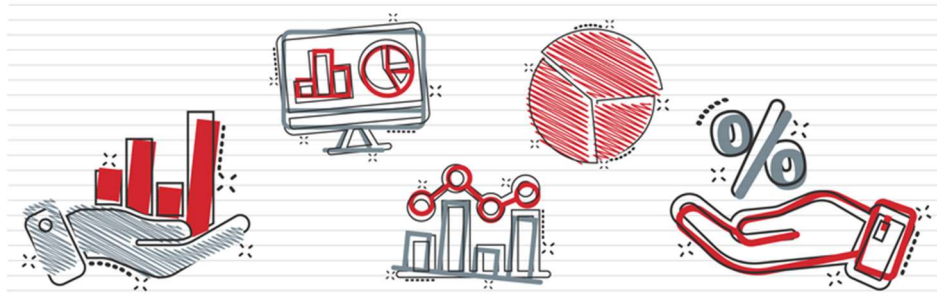
These are the fixed point that we have established in realizing Dati alla mano:

- speak to the public with a clear language, but without sacrificing scientific rigor (it means a very careful work on the language!);
- explain everything, without taking any expertise for granted;
- offer content related to everyday life (being born, starting a family, moving to work or study etc);
- clarify terms and concepts often used by the media but of which the general public is not always aware;
- use the storytelling technique to create interest in the content;
- constantly post news to keep Dati alla mano alive;

- use journalistic style for news headlines to stimulate reading;
- use a variety of formats - interviews, texts, videos, infographics, dynamic graphics etc – so that everyone can find the one that suits them best;
- offer appropriate materials and use a language that is appropriate for different age groups, including children

Another issue was the graphic image. We wanted something simple, to express friendliness but to emphasize the use of data. We wanted this area of the site to have its own personality but remain in line with our corporate image. So our graphic expert, Sofia, produced this banner:

## DATI ALLA MANO



As you can see, the graphic trait simulates hand drawing, to suggest the idea of simplicity, while the color used are exclusively red and grey, the colors of the Istat brand, to maintain continuity with it. Needless to say, Dati alla mano has been designed and implemented in responsive mode to be consulted by smartphone or tablet.

Here is the complete home page, with the navigation menu on the right, the box with the latest news and an email address to receive feedback from users.

## DATI ALLA MANO







**STATISTICA, PERCHÉ**

[DALLA VIVA VOCE](#)

[COSA SIGNIFICA?](#)

[LUOGHI COMUNI](#)

[SEMPLIFICANDO](#)

**ITALIA IN CIFRE**

[A COLPO D'OCCHIO](#)

[ESPLORA](#)

[CALCOLIAMO](#)

[BANCA DATI](#)

[NOI E GLI ALTRI](#)

**GIOCA E IMPARA**

[GIOCHI](#)

[FIABE](#)

[COME SI FA](#)

[ABC DEI GIOVANISSIMI](#)

[COMPETIZIONI](#)

[TOP VIDEO](#)

**NEWS**

Questa sezione è dedicata a chi, giovane o meno giovane, abbia voglia di prendere confidenza con la statistica ufficiale e con i dati dell'Istat. Ciò significa che vi trovate in una parte del sito nata per "raccontare" l'informazione statistica in modo semplice e con un linguaggio alla mano.

Attraverso videointerviste, animazioni, materiali didattici, giochi e schede grafiche sarà più facile capire dati, concetti, termini spesso usati dai media. Non mancano le novità su cui vale la pena aggiornarsi.

Buona navigazione.

COSA C'È DI NUOVO?

Leggi tutte le news

	<p><b>Torna il festival della statistica e della demografia</b></p> <p>Dal 17 al 19 settembre la settima edizione di StatisticAll [Leggi...]</p> <p style="font-size: 0.8em;">Data di pubblicazione: 03 giugno 2021</p>	<p><b>Anche le dee hanno bisogno di manutenzione</b></p> <p>Reportage sull'intervento di consolidamento della statua di Seshat [Leggi...]</p> <p style="font-size: 0.8em;">Data di pubblicazione: 20 maggio 2021</p>
	<p><b>Perché si sceglie di studiare statistica. Due nuovi video</b></p> <p>Per gioco, per passione o per voglia di indipendenza economica [Leggi...]</p> <p style="font-size: 0.8em;">Data di pubblicazione: 19 maggio 2021</p>	<p><b>Chi legge, chi non legge, chi va in biblioteca</b></p> <p>Storie di libri e lettori in forma di dati statistici [Leggi...]</p> <p style="font-size: 0.8em;">Data di pubblicazione: 18 maggio 2021</p>

**FEEDBACK**

Vi invitiamo a lasciare osservazioni, commenti e richieste di informazioni.

Potete inviare una e-mail a [datiallamano@istat.it](mailto:datiallamano@istat.it)

The "door" to Dati alla mano has been placed on the home page of the corporate web site with a short tagline: "easy statistics".





### 3. Reading a text or listening to a story?

Listening to a story is much more engaging than reading a theoretical text. That's why we decided to have fellow statisticians explain, through short videos, what statistics is and why it is important in a democratic country. The emotional aspect is important for *Dati alla mano*. That's why – again through videos – we have other colleagues telling why they chose to study statistics. Their experiences have a very strong emotional content that helps to convey messages such as “public statistics is a value”, “statistics isn't an abstruse subject”, “statistics is an indispensable support for public decision-makers, but also for economic operators, social partners, the media and all citizens”. For the same reason, we decided to propose some clichés (there are more women than men; young people don't read; we export mainly food and fashion etc.) and compare them with the relative data through video stories. Of course, the protagonists of the videos are colleagues who are involved in the production of those specific data. Listening to their reasoning is certainly more engaging than reading one of their reports, both for the effectiveness of the spoken language, with its spontaneity, and because in the brief space of a video a story unfolds and stories, as always, have the power to involve.

In the same way, the fairy tales, in podcast format as well as in pdf, speak to the children presenting them, concretely even if through fictional stories, concepts such as the mean, the inflation, the statistical sample, the variability and so on. The fairy tales were written and recited by colleagues who were able to combine statistical competence and creativity. We experimented the power of fairy tales to attract young people (but also adults) through public readings during some events.

### 4. From curiosities to hot topics, different paths for different interests and ages

Finding out how widespread one's own name is or which names parents most frequently give to newborns, male or female, is a “light” way to approach statistics. Curious topics can stimulate interest in collective phenomena. Alongside the “names counter”, in fact, *Dati alla mano* proposes calculators that get to the heart of the economy, such as the system of monetary revaluations linked to the consumer price index, or the calculation

of the poverty threshold for different family types and different areas of residence. Terms such as "poverty" (absolute or relative) or "consumer price index" are then extensively explained in the lexicon sub-section.

Calculators, news and videos make it possible to navigate through topics such as the age of the bride and groom at the time of marriage, the reforestation project linked to the agricultural census or the statistics Olympics, but also to delve into topics that recur in the media such as industrial production or GDP or to deal statistically with "hot" topics such as greenhouse gas emissions or violence against women. The common denominator of all content presented is clarity, while sometimes the same theme is treated in different formats (for example GDP is proposed through a glossary entry and an animation ) to meet the different congenialities.

In the dynamic graphs, Dati alla mano presents phenomena such as the use of the internet, the diffusion of reading books and practicing sports, but also the habit of using alcohol, the diffusion of smoking or the percentage of people who are overweight. For each phenomenon, the graphs show the incidence in the different age groups, so that the user can recognize and compare himself.

Finally, since the same content must necessarily be illustrated differently to audiences of different ages, Dati alla mano proposes concepts such as the mean or the mode in different formats and languages: for children (in addition to fairy tales) interactive presentations and for adolescents graphic cards. In both cases, the graphic elements and examples used recall forms and experiences linked to age, such as the weekly pocket money shared by a group of children and redistributed in equal parts by applying the arithmetic mean, or the passion for the cinema of a teenager assessed by his friends through the mean of the films seen weekly during the vacations.

The interactive games are suitable for young people, teenagers and - why not - even adults; they all are fun but none an end in itself: through each of the games you become familiar with statistical information about Italy. An example for all: statistical tennis.

It allows you to play alone against the computer or to challenge a friend or a stranger who is online at that moment; you are asked a question that must be answered in a given time, choosing between two options; by accumulating correct answers you acquire points to win the set. In case of wrong answer by both players, another question is asked, while in case of two correct answers the point is awarded according to the service turn. All the questions concern national or local phenomena, and by playing and answering the players come into contact with information that is anything but obvious, and the player has the opportunity to verify the correctness of their opinions about the proposed phenomena.

During events where Istat is involved in programs for the dissemination of statistical culture, games are designed and created, either by using specialized platforms or by acquiring ad hoc software - that's what happened in the case of the statistical tennis game. Before Dati alla mano, this materials remained isolated, it had a momentary life linked to the specific event, now there is a place that contains and enhances them.

## 5. Brand promotion and perspectives

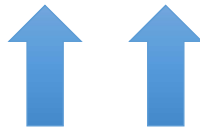
Another aspect of Dati alla mano - that is not at all secondary - is its potential for promoting the Istat brand. From interactions via social networks, we know that a part of the population is unaware of important aspects of Istat work, and Dati alla mano can play a clarifying role for those who are less aware of the function and the rules that guarantee the quality and comparability of official statistics, people that also ignore the continuous search for new sources and experimentation with innovative methodologies. We believe that the friendly approach and the simplicity of the language of Dati alla mano can do a lot not only to bring closer to statistics those who are not familiar with the subject, but also to make better known Istat to people generally distrustful of institutions.

Meanwhile, Dati alla mano has generated interest in Italy from AsviS, an association that brings together almost 300 member organizations and aims to raise the awareness about the importance of the Sustainable Development Goals (SDGs).

ASviS hosted an article about Dati alla mano in the section dedicated to goal 4 (quality education) considering our work an element that contributes to the general culture. Finally, a colleague of ours, while participating in a training course organized by SNA, the National School of Public Administration, had the pleasure (and immediately passed it on to us) of hearing Dati alla mano quoted as an example of good communication.

However, the location of Dati alla mano within the current layout of the corporate web site (undergoing change, but not in the very short term) does not facilitate its identification. Moreover, how to signal its existence to the very target away from the topics covered, i.e. the one target we want to capture? For this reason, Istat has invested (a small amount of money) in a brief banner campaign that has led, in recent months, to a surge of clicks on the home page (from about three thousands to 27 thousands )

Oct20	nov20	dec20	jan21	feb21	march21	april 21	june21
3.110	3.434	2.791	23.878	27.510	6.002	4.642	3.679



Even if clicks on the home page decreased at the end of the campaign, the individual news items increased the number of readers, which means that a certain knowledge of Dati alla mano was effectively spread.

### The Social Data Telling Project

Social networks (together with the other new tools and formats of contemporary storytelling) acted on the complexity of society. Their interaction and horizontal communication has become cultural production, generation of imagery and content. They worked on the collective imagination, distorting and transforming it, causing it to undergo a genetic mutation.

In the era of *new intermediations* instead of non-disintermediation the elements of storytelling, or rather Data Telling, become fundamental to narrate the data and extend the knowledge of statistics in such a way as to be able to read the information in a critical and conscious way. At the same time, social networks can guarantee lightness and simplicity to the statistical discourse, to say it with Calvino's words.

We could say that what is missing, more than communication is a *culture of communication* (Faccioli, 2016) and more than statistics, a *culture of statistics* is absent. Therefore, choosing to use social web platforms to field actions to promote statistical culture means trying to "talk to everyone" by choosing, for the social strategy, those convergent and conversational contents.

"We are in a new world, half-known, in which it is no longer enough to inform, communicate, involve, but it becomes necessary to narrate because the processes of construction and sharing of economic, social and political value are no longer dominated only by the operational performance that could be objectively communicated. So brands begin to tell stories. And marketing becomes narrative" (Fontana, 2011).

Transparency, accountability and trust must return to the center of the statistical dimension: this can only be done by implementing *proactive communication*.

With quality and the user always at the center.

The lack of a proactive communication strategy may have contributed, over time, to the constant and continuous loss of reputation and trust in statistics, in their professionalism and in the statisticians engaged in the development of methodologies and in the production of reliable and comparable national and international statistics such as public good for healthy and sustainable decision making. Social media are an extraordinary tool for information dissemination and effective relational venue. In overcoming any distinction or split between real and virtual, between online and offline, social network today represent for the public the real home page able to catalyze and involve them and then lead them to the website and to the multiple and detailed digital channels of communication.

Therefore, the social use of the content of "Dati alla Mano" can make the data comprehensible and bring the non-expert public closer to reading and interpreting the statistics and the history of the Institute. At the same time, this can strengthen the dialogue with data users and develop the numerical literacy of the entire community, which is a prerequisite for improving public trust in data.

Knowing the production process of statistical data allows one to acquire statistical sensitivity.

A further element to be considered in the placement of such content on Istat social accounts is the possibility of guaranteeing the circularity and correct dissemination of statistical information.

Often the real problem is not represented by the bubble of fake news that spreads on the web, but by the absence by the weaker segments of the population of critical tools to recognize and select the truthfulness of the news and who are more exposed to the flattery of biased, misleading and fake news. The "communication function" must be an integral part of the statistical production process in order to proactively reach professional users and citizens with statistics that are easy to reuse and presentable as opposed to the crowding of unofficial statistics.

Social network today are the agorà, the bar, the city, the metropolis, the ecosystem where the widest information is collected, interactions are created and conversations take place. Today, more than yesterday, it is not possible to leave these places unattended and, above all, without stories to tell.

## Our Audiences

In this regard, it is interesting to show a brief overview of our audiences.

*Table 1: Type of users on social network Istat*

Twitter	StakeHolders; Institutions, Partners; Communicators, Disinformers; Trade Associations; Multipliers; Businesses and Services
Instagram	students; digital natives; teachers; multipliers; disseminators
LinkedIn	Heavy users, Expert users, Scientific community, Universities and research, Data analysts, Data scientists Industry community

In particular, in defining the social strategy of "Dati alla Mano", the priority aim was to reach the "uninformed", the "non-experts" and the digital native students.

## "Dati alla Mano" on social platforms

In order to grasp the peculiarities of the "Dati alla Mano" project, it is necessary to explain the strategy that accompanied the first phases of the initiative (which is still in progress).

Initially, after the birth of the section, social media were used to launch this space on the occasion of the Italian Statistics Day 2020.

Image 1



Subsequently, it was decided to schedule first the videos and then the cards (created ad hoc for the three social channels) relating to the theme "What It Means". This choice was due to the fact that not all the contents of the section are suitable to be spread and viralized on social networks because of their complexity and lacking connection with the immediate and easy-to-use language typical of social networks.

Furthermore, this choice was guided by three key words that represent "Istat social strategy" also through the contents of "Dati alla Mano".

- 1) Humanization
- 2) Informativeness
- 3) Proximity

At the moment, these are the total figures for content produced and disseminated on Istat social networks.

### Instagram

<b>Post: 44</b>
<b>Total Like: 4016</b>
<b>Total Views: 126.581</b>

## Twitter

<b>Post: 40</b>
<b>Total Like: 348</b>
<b>Total Views: 128.767</b>

## LinkedIn

<b>Post 32</b>
<b>Total Like: 824</b>
<b>Total Views: 95652</b>

### Humanization: the Video

The dissemination of "Dati alla Mano" content through Istat social channels responds first and foremost to the need to humanize statistics and let people know what happens in the "Istat kitchen".

Videos are increasingly important for narrating brand identity and, in particular, for Istat they represent products that are highly engaging and appreciated by followers. Equally effective are the products where employees and managers represent real narrators and amplifiers of Istat statistical information and contents.

Video contents are the most commented on, given the real interest in the audiovisual product. This first of all highlights the importance and centrality of the video as a narrative and informative tool central to the social strategy.

Secondly, the presence of an "ISTAT face" confirms the choice of using some social networks, such as LinkedIn and Twitter, with a view to social employee advocacy, as it is a matter of disseminating content that "humanizes the brand". Here are some examples of videos from the "Dati alla Mano" section used on the Istat Twitter, LinkedIn and Instagram accounts.

The first two concerned Twitter.

One of them involved Istat colleagues/employees talking about "why study statistics". Here is the video by our colleague Chiara Gnesi that got 3572 views.



## Image 2: Why study statistics?



The second case was related to the section dedicated to "commonplaces vs statistical information". This is a series of highly appreciated and useful contents, especially on Twitter where we often come across numerous outbreaks of disinformation, with stories and fake data whose resonance can have a significant impact especially on trust in official statistics.

As part of this column, the video that got the greatest number of views is that by Liana Verzicco who, in a few minutes, tackled the cliché about "girls are not very attracted to science subjects". The video got 4,878 views.

## Image 3: Commonplaces vs. Statistical Information



The choice to involve "Istat faces" represents on one hand an interesting way to provide truthful and verified information and on the other one a strategy to make the brand closer and more authentic. Among other things, it should be for example underlined how, on Twitter the video of Prof. Francesco Maria Chelli, recently appointed director of

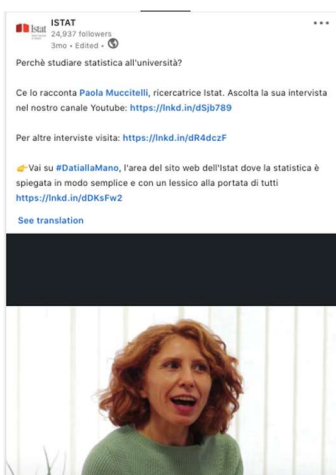
the Department of Statistical Production, got so many views. His "Why study statistics" marked 3,337 views.

#### Image 4: Twitter - Why study statistics?



On the contrary, on LinkedIn the video that got the greatest number of views among those of this series ("Why study statistics") was that of our colleague Paola Muccitelli, which got 5,850 views.

#### Image 5: LinkedIn- Why study statistics?



It should be emphasized, in general, that all the videos of Top Management and colleagues met enormous interest and curiosity and always very high figures. To

highlight the numerous re-shares that these videos obtained, a sign of a strong and deep interest in such content.

Moreover, the trend is moving more and more towards short videos, a new and different way to make posts and relate to one's audience, especially the younger ones. In fact, according to the data of a research by We Are Social, short video contents (maximum 15 seconds) on social networks attract more and more attention from brands, but above all they are increasingly used by people (+100% year on year).

When asked "what kind of content do you use most on social media in your free time?", over 35% indicated videos. Photographs and reading articles followed with lower percentages. However, the enjoyment of short videos is also growing on platforms such as Instagram and Facebook, where it grew by 2.6% in Q3 2020.

All this is quite evident on the Istat Instagram account where the most appreciated and viewed video was the one on "The GDP told in two minutes". This has gotten to today approx 1.4 thousand views.

### Image 6: GDP told in two minutes



As access to the Internet grows, so does access to news and information through short, effective videos, a turning point that also involves platforms, typically visual, such as Instagram.

### Informativeness: the Cards

Dissemination of cards relates to the concept of "informativeness".

As mentioned, the social campaign focused on the section "What it means: every week through dedicated cards and a short copy a different statistical definition or a specific

term (statistical vocabulary) is explained by referring with a link to the reference section of the web site.

### The three most viewed cards on Twitter

Seasonally adjusted data: 5982 views
inactive: 4335 views
Long-term unemployed: 4.191 views

### Image 7: The most viewed card on Twitter



### The three most viewed cards on LinkedIn

Seasonally adjusted data: 6.568 views
Absolute poverty: 5.340 views
Potential workforce: 1.774 views

## Image 8 The second most viewed card on LinkedIn

**Istat** 25,380 followers  
1mo • 🌐

Continua il nostro viaggio alla scoperta dei termini statistici, allo scopo di chiarire con semplicità alcune parole che ascoltiamo o leggiamo, ma di cui spesso non conosciamo il significato preciso.

📖 La parola di oggi è "povertà assoluta".

📊 La povertà assoluta viene calcolata sulla base di una spesa mensile minima necessaria per acquisire un insieme di **#beni** e **#servizi** considerati indispensabili per condurre una vita accettabile. Quindi sono classificate come assolutamente povere le famiglie che hanno una spesa mensile uguale o inferiore a quel valore di spesa minima; però questo valore cambia a seconda della ripartizione **#geografica** e dell'ampiezza del comune in cui si vive e varia anche sulla base di quanto è numerosa la famiglia e dell'età dei suoi componenti: una coppia di anziani del **#Mezzogiorno** ha esigenze minime diverse da quelle di una madre sola con un bambino che vive al **#Nord**, anche se in tutti e due i casi la famiglia è composta da due persone.

🏠 Scopri di più su **#DatiallaMano** la sezione del sito Istat dove la statistica diventa alla portata di tutti: <https://lnkd.in/d/fwfuEQ>

**#Istat #CosaSignifica #povertàassoluta**

See translation



The infographic features a red border and a white background with horizontal lines. At the top left, it says 'DATI ALLA MANO' in blue and 'COSA SIGNIFICA?' in red. Below this, 'Povertà assoluta' is written in large black letters. To the right, there is a red question mark and a hand holding a smartphone. Above the hand is a computer monitor displaying a bar chart with a red circle and a white 'X' over it. The Istat logo is in the top right corner. At the bottom left, it says 'Le parole sono importanti!'.

## The three most viewed cards on Instagram

Public debt: 4.569 views
Ateco: 4541 views
Eurostat: 3.732 views



The results obtained to date, as far as cards are concerned, confirm the correct choice of being able to talk about statistical terms on social networks by adapting their complexity to the dimension of the daily life of the public. A simple and direct statistical communication that favors clarity can represent an effective antidote to fake news in the current times and act as an authentic response in social conversations with users.

### Proximity: Social Media Advocacy

"Brand Ambassadors are individuals who, free of charge or for various types of compensation and with the explicit support of the brand, support it in its positioning and relationship with the public".

The National Institute of Statistics activated, from January 18 to February 18, 2021, an experimental project of Social Media Advocacy at two levels: internal ambassadors (Istat employees) and external ambassadors (external professionals) who have been invited to create stories as well as share content and promote others.



"Through the work of the Ambassadors and their amplification of Istat content, we tried to make statistics more POP, in the sense of popularity, and therefore close to the daily choices made by each of us".

A project of "People relations" guided by "Public Engagement" at the basis of which there is essentially trust in statistics with the person at the center.

### **Amplify Project: Istat Ambassadors and Social Media Advocacy – the context**

The year of extraordinary emergency due to the pandemic has forced us to renew our data collection and dissemination methods in order to issue them more updated and quickly than in the past. Inevitably, it emerged the urgency of explaining to our audiences how this process was carried out without implying less reliability in the data. In this extraordinary context, Istat felt the need to find new ways to reinforce its credibility as the official statistics producer among its users and to confirm the **brand reputation** within the web, with special regard to the social media sphere.

Moreover, it became essential to help our users in recognizing the accredited data sources from the many fake ones circulating on social media.

The **Amplify project** was launched in response to these needs.

It appeared urgent and necessary to adopt a pro-active and quality attitude that could allow us to be on social network by producing reliable information and, in the meanwhile, radically changing the way to offer the content of the statistical product. No longer static information, but agile. Our audiences confront each other on it because people on social media currently communicate, comment and criticize any offered information and this was especially true during the health emergency.

The already existing and then implemented network of alliances and relationships allowed our stakeholders, Ambassadors and social influencers to intervene on Istat social accounts to defend, protect and strengthen the brand awareness and reputation of the Institute and better convey the messages to be disseminated.

The strategy was that of a conversation based on the 'Brand Advocate' which has to be always at the center, in any case.

Starting from these considerations and this need, it was decided to head towards testing a Social Media Advocacy project.

## The Project

As already mentioned, from 18 January to 18 February 2021 the Italian National Institute of Statistics started an experimental project of Social Media Advocacy at two levels: internal Ambassadors (Istat employees) and external Ambassadors (external professionals) who have been invited to share Istat content prepared by our social media editorial staff.

The Employer Advocacy is the discipline that aims to promote the corporate image thanks to a right awareness of employees regarding their workplace. The goal is to highlight internally and externally the quality of one's brand thanks to the employees who humanize it and share its values: first of all because they believe in it. Brand Ambassadors improve their relationships and implement their listening.

The basic idea of a Social Media Advocacy is to create a community, one harmonious group of people who are interested in sharing and recommending a company (or a



public administration) and its actions. Because **if it is true that external perception of an organization can also be different from reality, it is equally true that especially people who work in that organization express its truest and most credible essence.**

## Istat Project phases

First of all, the internal social media team realized and published a new Social Media Policy also regulating the role of Istat Ambassadors.

25 Ambassador profiles could be included in this experimental phase of the project. It was decided to choose 11 employees among those most trustworthy and at the same time active on one or more specific social networks. On the other side, 11 external professionals were involved. These ones are normally engaged in different fields: from journalism to economy, from demographics to marketing.

Once their availability was obtained, it was realized a dedicated [web page](#) on our corporate website to announce the start of the project and the involvement of the chosen Ambassadors, even containing a short bio of each one of them. This is both in order to affix a sort of stamp of reliability to the Istat content that they would have shared on their social channels and to make the Ambassadors known to our audiences.

Istat Management decided that the right ones to be 'Ambassadors of the Istat brand' should have: proven expertise in certain issues; active presence on their personal digital media accounts; corporate spirit; ability of involving even non-experts and thus driving the entire Social Media Advocacy project.

During the period of the experimental phase of the project the Ambassadors had the opportunity to share contents specifically created and prepared for them by the social editorial team and this was made possible through the Hootsuite Amplify platform and a specific associated App realized by Alpenite, a company that cooperates with Hootsuite for this kind projects. Hootsuite is the platform that the social media team has already been using for over a year to manage, monitor and analyze Istat social accounts on different platforms.

To start this executive phase of the project it was decided to proceed with the amplification of the contents of the specific web area 'Dati alla mano'.

The section whose contents and aims have already been explained at the beginning of this document.

## Targets

- 1) To provoke brand awareness and improve Istat brand reputation
- 2) To share as much as possible reliable and quality content within the network, contrasting fake news and helping people to easily recognize fake news from official ones
- 3) To inform and involve Istat employees while increasing their corporate pride and their personal reputation on social media

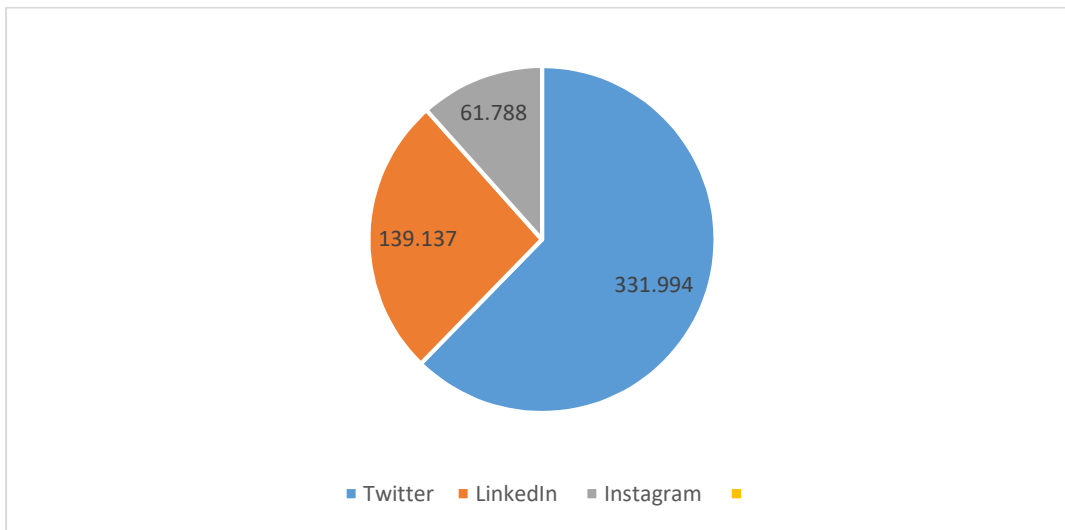
## Results

- ✓ From simple engagement to social engagement.
- ✓ Dissemination of a real corporate culture.
- ✓ Measuring the results in terms of engagement rate and number of visits to the dedicated web site section directly consequent to the social posts/tweets shared by the Ambassadors

## Some numbers

- ❖ 133 posts published by the 22 Ambassadors (within one month).
- ❖ Let's start with the adoption: it was 83%.
- ❖ The potential range of 533k
- ❖ 274 read posts
- ❖ 451 posts shared by users.
- ❖ The most popular content: videos.

**Potential reach of the Ambassadors in relation to various social channels:** at the first place we find Twitter with 332K.



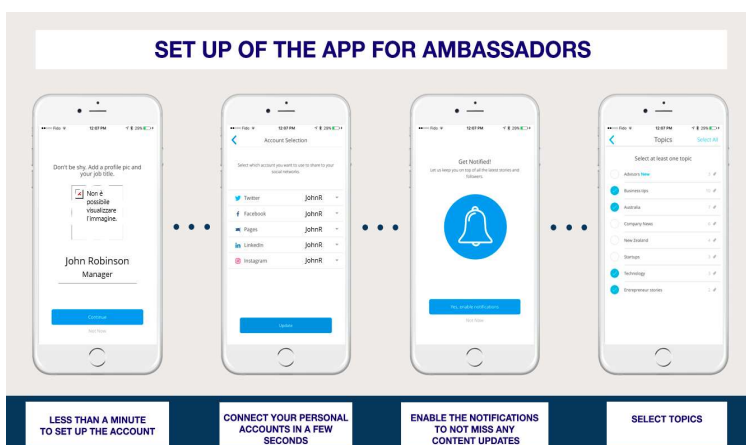
Hootsuite source

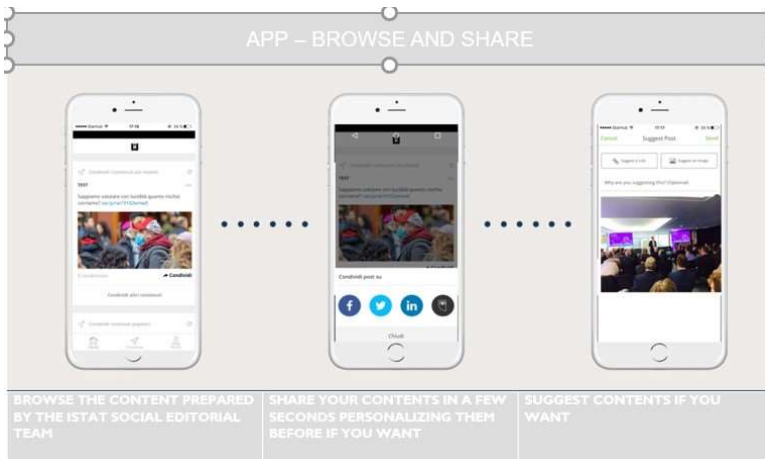
Number of clicks to 'Dati alla mano' web section, following the start of this Amplify project.

2k in total and they directly arrived from the posts shared through the Amplify app.

### Some steps of the activity in practice from the point of view of Ambassadors

To exercise their role Ambassadors need only one tool: an App (Hootsuite Amplify)





The App is very easy to install and it doesn't take up too much space on your mobile phone (**24.4 MB**).

It's also easy to use and learning how to manage it allows to reach with one's content a wide range of social media platforms in a few instants.

It saves lots of time and effort. With the help of this software and the relative App we can contribute as Ambassadors for our Organization in a very user friendly way, because its interface is well and simply developed.

A big advantage is the possibility of scheduling social media posts in advance. It's easy to schedule social media posts for the next week, or even longer. This helps a lot, because we are all full of commitments and if we plan well, we can schedule the publications of our social content for at least a week.

### Main benefits and results

Very positive feedback on the experimental phase of this project.

The Management then wanted to verify benefits/costs of the project before deciding if confirming it fully operational or not.

It gave excellent results in terms of engagement rate increasing, both from the Istat and the Ambassadors point of view.

On the editorial side, it was challenging, but at the same time simple because the software is already known to the team that has been using it for over a year for managing and monitoring the institutional social accounts.

As an ambassador, the outputs of this experience surely were increased social media followers and satisfaction to have been chosen for representing/sustaining one's organization goals. Moreover, increased social media mentions, comments, requests.

The App easily allows to personalize/customize content before publishing it (never change the statistical information, but modifying the tone of voice and language adapting it to your usual communicational register makes the message you are sharing more credible to your followers or friends).

It allows to reach new audiences and to implement one's credibility as Istat expert within the social network

## Conclusions

As far as Dati alla mano is concerned, the aim is that to continue to expand its content and collect feedback from users, while stimulating in all possible ways the knowledge of this area of the corporate web site because we are convinced that this is the right language to promote statistical culture.

With this in mind, social media and ambassadors have proven to be an excellent system for pursuing this goal.

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