DATI ALLA MANO
A NEW TOOL TO REACH POTENTIAL AUDIENCE

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Table of contents

- A long-standing goal, a new tool
- One step back
- Dati alla mano, how we realized it
- Communication strategy
- A Social Data Telling Project
- The ambassador experience
Expanding our audience is a long-standing goal

Different ways to pursue this aim

*Dati alla mano* is the newest

It’s an area of the corporate website dedicated to the non-expert public (online since October 2020)
The current familiarity of the general public with respect to the data

- accessing data is within everyone's reach, not so much understanding the data

- we know that Istat has a good reputation in Italy and abroad, but we don't know how many people really know the richness of the data we produce and our role in the Country

- the promotion of statistical culture and knowledge of the environmental, economic, demographic and social reality of Italy is an integral part of our mission
Dati alla mano, how we realized it

We put ourselves in the shoes of potential users, asking the questions they could ask and then answering the questions.
Dati alla mano, how we realized it

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>what is statistics and why is it useful;</td>
<td>videos and animations to &quot;tell&quot; the statistics, videos to verify some cliches in light of the data; glossary to explain in a plain language some statistical terms</td>
</tr>
<tr>
<td>which are the main phenomena affecting my Country (and my life);</td>
<td>infographics and dynamic graphs to show phenomena; a facilitated database consultation system; calculators to explore the social and economic reality of the Country</td>
</tr>
<tr>
<td>which are the statistical concepts that are useful to know and how can I learn them</td>
<td>different tools for different ages: graphic cards, interactive presentations, games, statistical fairy tales, videos</td>
</tr>
<tr>
<td>what's new</td>
<td>constant information in the form of news and short interviews</td>
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</tbody>
</table>
o speak to the public in a plain language, but without sacrificing scientific rigor (it means a very careful work on the language!);

o explain everything, (do not take any expertise for granted);

o use the storytelling technique to create interest in the content;

o offer content related to everyday life (being born, starting a family, moving to work or study etc);

o clarify terms and concepts often used by the media but of which the general public is not always aware;
Communication strategy

- constantly post news to keep *Dati alla mano* alive;
- use a journalistic style for news headlines to stimulate reading;
- writing the news, use the appropriate tags for SEO positioning
- 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
- use a friendly graphic design
What is lacking more than communication is a culture of communication (Faccioli, 2016) and more than statistics, a culture of statistics is absent.

Social network can bring lightness and simplicity to statistical discourse.

*Pro-active communication.*

Always focus on *quality* and the *user.*
Types of Users by 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
«Dati alla Mano» on social channels: Three keywords

1) Humanisation
2) Informativeness
3) Proximity
Dati alla mano: Performance on social

<table>
<thead>
<tr>
<th>Platform</th>
<th>Post</th>
<th>Total Like</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
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<td>4016</td>
<td>126581</td>
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<tr>
<td>Twitter</td>
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<td>348</td>
<td>128767</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>32</td>
<td>824</td>
<td>95652</td>
</tr>
</tbody>
</table>
Video, card and Social Media Advocacy

DATI ALLA MANO | C. CONTI, G. PECI, G. PRATTICHIZZO

Le ragazze non sono attratte dalle materie scientifiche?

Al di là degli stereotipi che vogliono le donne più inclini agli studi letterari, diamo un'occhiata ai numeri.

Intervista a Liana Verzicco #Istat


Cosa significa?

Debito pubblico

Le parole sono importanti!

Visualizza gli insights

Metti in evidenza

Piace a 151 persone

Istat.it

Altre persone che ti piaceva il tuo video

Istat.it

Altre persone che ti piaceva il tuo video

Istat.it

Altre persone che ti piaceva il tuo video

Istat.it
# Top Card

## Twitter
- Dati Destagionalizzati: 5982 views
- Inattivi: 4335 views
- Disoccupati lunga durata: 4.191 views

## LinkedIn
- Dati destagionalizzati: 6.568 views
- Povertà assoluta: 5.340 views
- Forze lavoro potenziali: 1.774 views

## Instagram
- Debito pubblico: 4.569 views
- Ateco: 4541 views
- Eurostat: 3.732 views

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**Istat @istat_It**

**#18gennaio**

- Parte il progetto sperimentale di #EmployeeAdvocacy attraverso il prodotto #Amplify di @HootsuiteIT

Scopri chi sono gli #ambassador #Istat:

istat.it/it/archivio/25...

#DatiallaMano

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**Scopri i nostri ambassador**

- di dati e altri R
The ambassador experience

SET UP OF THE APP FOR AMBASSADORS

What tools do Istat ambassadors need to amplify the message of the organization?

Only one app. Let's see its features and use.
The ambassador experience

APP – BROWSE AND SHARE

BROWSE THE CONTENT PREPARED BY THE ISTAT SOCIAL EDITORIAL TEAM
SHARE YOUR CONTENTS IN A FEW SECONDS PERSONALIZING THEM BEFORE IF YOU WANT
SUGGEST CONTENTS IF YOU WANT

ONCE YOU INSTALL THE APP AND CONNECT YOUR PERSONAL ACCOUNTS, YOU CAN START!
WHAT DID I LIKE BEST?

- simplicity of app installation and use
- not heavy in terms of space
- well structured, it provides options to operate saving time
The ambassador experience

MAIN BENEFITS

INCREASED SOCIAL MEDIA FOLLOWERS

IMPLEMENTED SOCIAL CREDIBILITY

THE APP EASILY ALLOWS TO PERSONALIZE AND PUBLISH CONTENT

IT ALLOWED ME TO REACH NEW AUDIENCES

MORE SOCIAL MEDIA MENTIONS

INCREASED RETWEET/REPOST/COMMENTS/REQUESTS
The ambassador experience

The most shared contents by all ambassadors, a few numbers

- Contest on Census activities in the Schools: 28
- Let’s learn from the voice of…: 28
- Statistical tales: 32
- What does it means?: 44
- Common places vs statistical information: 108

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

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

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