

Case study for Road Map on Statistics for SDGs 2.0
Spain: Use of social media to communicate statistics

Description	INE-Spain uses Twitter, YouTube and Instagram to promote and communicate information.
Advantages	Statistical results are transmitted to users by different ways such as infographics, press releases, or videos.
Challenges	These communication tools are directed at more general and citizen users. More technical and detailed work may be needed for different users, which are difficult to communicate via social media.
More information	https://twitter.com/es_ine https://www.youtube.com/user/INEDifusion https://www.instagram.com/es_ine/ https://ine.es/explica/explica_infografias.htm https://www.ine.es/explica/explica.htm