

Case study for *Road Map on Statistics for SDGs 2.0*
Portugal: Use of social media

Description	The National Institute for Statistics in Portugal use various social media to communicate with general users, including Facebook, Twitter, YouTube. This includes story-telling videos such as #IfWeWere100.
Advantages	An easy way of communicating with general users.
Challenges	Social media often only communicates with general users and is potentially missing out on connecting with other types of users.
More information	https://www.youtube.com/watch?v=9kupabOSC2E