

Increasing Local People Engagement to Statistics in the Era of the COVID-19 Pandemic Through Social Media. Study Case: Statistics of Bone Regency, Indonesia

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Abstract

Building statistical literacy in the community within the Regency is a big responsibility for the Local Statistical Office in Indonesia such as Statistics of Bone Regency (BPS Bone). However, the Covid-19 pandemic has hampered many statistical activities, especially dissemination and communication in building statistical literacy in the community. As a result, the role of statistical data in decision-making in society is reduced. Statistics of Bone regency took a strategy by utilizing various social media platforms that focus on social media provided by META, namely Facebook, Instagram, and Whatsapp. Our strategy is not limited to the use of social media, but also a content design strategy that is able to increase engagement with the community. In this study, we will explain best practices in the use of social media META and how to design content that can increase engagement with the social media user community. With our strategy, we were able to reach more than 29 thousand social media accounts even though the number of followers of BPS Bone is still around two thousand followers. That means we were able to achieve more than ten times the engagement of the number of our account followers. We managed to maintain public interest in statistics at the local national office level with a strategy of utilizing social media meta during the COVID-19 pandemic. We have also succeeded in providing various services to the community's needs for data through social media.