

How to communicate effectively? Destatis experience with an integrated media monitoring system

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Abstract

With the implementation of a newsroom organization in 2020, Destatis has set up an integrated monitoring system that measures the success of all press activities in online, TV, radio and print media, as well as the success on the social media channels Twitter, Instagram and LinkedIn.

Since communication as a result of digitalization is changing so quickly and fundamentally, continuous monitoring is all the more important in order to be able to evaluate developments at an early stage and adapt communication formats to target groups and channels.

The monitoring serves the monthly control of topics, the development of new formats and the strategic setting of priorities. Topic planning, product development and evaluation are designed as agile processes and take place in fixed cycles. With an extensive set of key figures, different questions can be evaluated again and again and new communicative focal points can be set.

With the help of monitoring, Destatis also gains insights into user categories and needs. This works primarily via social media, where direct contact is possible: Which age groups do we address with our Instagram account? What industries do our LinkedIn subscribers work in?

The monitoring also contributes to our internal goal to steer communication by setting realistic goals (e.g. for media reach, follower growth, number of posts, etc.).

Targeted individual evaluations also motivate the statistics divisions to collaborate and it simplifies changes in standard press releases.

Overall, media monitoring enables the dissemination unit to find data-driven answers to a large number of current questions and to identify trends. The focus is always on our goal of achieving the greatest possible reach in the media as resource-efficiently as possible. To fulfilling our legal mandate: disseminating data for decision-making.