

Measuring The Success of Communication Using Social Media Statistical Dashboards

Maulana Faris (Statistics Indonesia)

maulana.faris@bps.go.id

Abstract

The digital era requires every National Statistical office to use the internet and social media in communicating various statistical products and activities. But to be able to know how successful a content is in reaching the wider community, we need to measure it with data. Before the internet era, NSO measured the success of a statistical communication through a questionnaire given to data users. But now in the era of social media, every action taken by social media users becomes a trail which is then collected into data and insights to find out how effective our communication strategy is in reaching them. We can get several indicators such as how many social media users have been reached, how many of our posts have been responded to, how many of our posts have been shared, and how long social media users have spent consuming our posts. Social media provides a professional dashboard that shows the activities of social media users who interact with our accounts. We can also do profiling of followers to understand their characteristics. All of this data becomes an insight to measure the success of our communication strategy. This insight becomes the basis for evaluation to create a better communication strategy in the future.

Keywords: Digital Communication, Social Media, Measurement