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

UNECE Expert Meeting on Dissemination and Communication of Statistics
11 – 13 October 2023 in Lisbon
Kerstin Hänsel
Continuous measuring and steering as basis

» What we measure and steer:
  » Press releases
  » Event-related Newsroom releases
  » Posts on X
  » Posts/ Stories on Instagram
  » Updates on LinkedIn
  » …

» Agile system

» Separate rounds for individual communication areas (daily morning briefing, weekly social media meeting, quarterly topic planning, social media jour-fixe, feedback rounds)

» Monthly steering meeting & report to management
Strategic approach across all channels

» Communication strategy:
  » Outside-in (user and media oriented) → Newsroom
  » Inside-out (data related) → Presswork
  » Trust-building, target group-oriented, dialogue-oriented → Social Media

» Newsroom strategy
» Press strategy
» Channel strategies for social media

All digital. No print.
How is it organised?

» In-house with 2 coders and 2 analysts (in total 3.8 MAK, former staff from print area),
» Human coding in online software (blueReport) from Print, Online, Radio and TV (opinion-leading media)
» Detailed analysis and integration of all communication channels X, LinkedIn, Instagram, YouTube, Website (Matomo), Google Search Console, ...

→ Continuous media monitoring enables overall picture of communication and its steering
# Use Case | Steering with key figures

## Dashboard July 2023

<table>
<thead>
<tr>
<th>Metric</th>
<th>July 2023</th>
<th>Compared to July 2022</th>
<th>% Change</th>
<th>July 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross reach</strong></td>
<td>1,023</td>
<td>+26%</td>
<td></td>
<td>681</td>
</tr>
<tr>
<td><strong>Press releases</strong></td>
<td>50</td>
<td>-21%</td>
<td></td>
<td>60</td>
</tr>
<tr>
<td><strong>LinkedIn-Follower</strong></td>
<td>8,574</td>
<td>+342</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td><strong>Instagram-Follower</strong></td>
<td>23,283</td>
<td>+663</td>
<td></td>
<td>81</td>
</tr>
<tr>
<td><strong>Gross reach (per release)</strong></td>
<td>13.1</td>
<td>+48%</td>
<td></td>
<td>7.4</td>
</tr>
<tr>
<td><strong>Newsroom</strong></td>
<td>21.8</td>
<td>31%</td>
<td></td>
<td>60</td>
</tr>
<tr>
<td><strong>newsroom media coverage</strong></td>
<td>20%</td>
<td></td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td><strong>Downloads, website accesses, etc.</strong></td>
<td>708,432</td>
<td>+36%</td>
<td></td>
<td>498,532</td>
</tr>
</tbody>
</table>

Downloads, website accesses, etc. are only recorded by users who have actively consented to tracking in advance.
Use Case | Increasing efficiency with detailed analysis

**Detailed evaluation of press coverage**

Identify and reduce press releases with low coverage (e.g. publication on other channels, change of periodicity, thematic grouping)

**Instead:**

1. Encourage dialogue between departments and newsroom
2. Strengthen social media and corporate communication

→ Continuous review of the results achieved
Use Case | Event-related publishing requires quick reaction
Use Case | “Explanation via information” on Instagram

- Trying out the possibilities of social media: Publishing times, channels, products, formats, ...
- Explanatory formats in high demand on Instagram → more than twice as many playbacks as data Reels

Explanatory reels up to 40,000 playbacks → New follower

Other data reels Up to 15,000 playbacks
Insights at a glance

» Efficient communication based on integrated media monitoring leads to continuously higher response rates in all channels.

» Strategy and monitoring enable trial and error and targeted evaluation.

» “One fits all” fits no-one: diversified target group strategies (social media).

» Ongoing improvement (whether on a large or small scale):
  » How can I best address my news releases?
  » When is the best time to reach my target group?
  » How can I best increase engagement?
  » Which topics do always succeed?
  » …

» Process of continuous learning and improving!
Any questions?

Kerstin Hänsel

Kerstin.Haensel@destatis.de

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