

CONFERENCE OF EUROPEAN STATISTICIANS

**Expert Meeting on the Dissemination and Communication of Statistics**

11-13 October 2023, Lisbon

## **Measuring the Success of Communication Using Social Media Statistical Dashboards**

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### **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 : Social Media, Statistics, Insight

Topics : “Engaging with hard-to-reach audience” Session 4

## Introduction

We no longer need to argue that social media has become one of the most influential communication tools in this digital era. Platforms like Facebook, Twitter, Instagram, LinkedIn, even Meta's newest Threads have created endless opportunities to share information and communicate with a wider public. Amid the explosion of data and information, the use of statistics has an increasingly important role in providing in-depth understanding of complex phenomena in various fields, including economics, social sciences, health, and the environment.

In this context, statistical communication strategies through social media play an important role in connecting statistical data and information with the public more effectively. This research will explore how and to what extent effective statistical communication strategies on social media platforms can help increase public understanding, awareness and participation in using statistical data for better decision making.

The importance of this research lies in the role of statistical communication strategies in breaking down barriers that often hinder the use of statistical data, such as technical language that is difficult to understand and confusion related to numbers. By using social media platforms that have a wide reach, this research aims to bridge the gap between statistics and the general public.

The use of Social Media in communicating and disseminating statistics is commonly used in Statistics Indonesia. Faris & Pramana (2021) in their research explains how to utilize social media in building communication strategies for Big Data for ordinary people in Indonesia. Kamase et al (2022) in their research explained the success in increasing the engagement of the people of Bone Regency in Indonesia towards statistical activities using various social media starting from Instagram, Facebook, YouTube, even WhatsApp.

Additionally, in the era of disinformation, a strong statistical communication strategy can also help address the spread of false or inaccurate information by providing the public with legitimate and trusted sources of information. It is hoped that the results of this research can provide practical guidance for policy makers, statistical institutions and communicators to develop effective communication strategies in bridging the gap between statistical data and the wider community.

A good strategy is built with the right data insights. Almost all social media currently provide statistical insight regarding profile visit data and follower profiling. This data must be utilized properly to create an effective communication strategy. This research will explore concepts, theories and practices related to statistical communication strategies via social media, as well as analyzing case studies that have been successful in implementing them. Thus, it is hoped that this research can provide deeper insight into the importance of statistical communication strategies through social media in today's dynamic information era.

## Social Media Demographics

In an increasingly digital era, knowledge of social media demographics has become the key to building an effective communication strategy. Social media demographics refer to the demographic characteristics of users on various social platforms, such as age, gender, geographic location, education, and other preferences. Understanding social media demographics helps the National Statistical Office to more accurately identify their target audiences, combine appropriate messages and content, and optimize their communications resources.

One of the main arguments for the importance of understanding social media demographics is the ability to determine a more precise target audience. With complete demographic data, organizations can detail who their primary audience is on social media platforms. With a deep understanding of who is behind the scenes, organizations can design their messages, content and communications campaigns according to the demographic characteristics of potential audiences. This helps in increasing the effectiveness of communication, as appropriate messages are more likely to attract attention and reach relevant audiences.

Social media demographics also help in designing content that better suits the preferences and interests of the audience. Each generation or demographic group has different preferences when it comes to content and communication style. With this knowledge, organizations can create more relevant, engaging and persuasive content, suited to the demographic characteristics of their followers. Additionally, social media demographics enable greater personalization, allowing organizations to tailor messages and interactions with followers more personally, which can increase their engagement and loyalty.

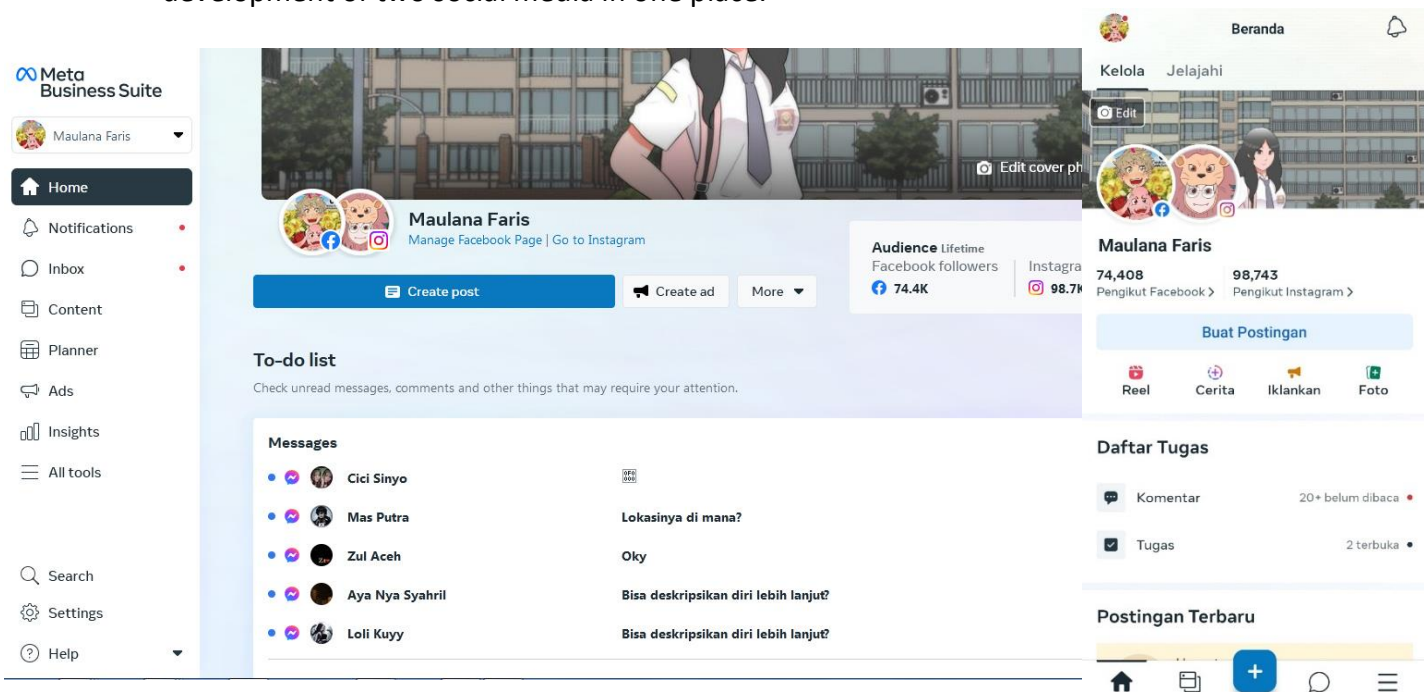
Knowledge of social media demographics also helps organizations allocate their communications resources more efficiently. With a good understanding of where their target audience is located, organizations can focus on the most appropriate social media platforms to reach their audience, avoiding wasting resources on less effective platforms. Additionally, social media demographics can be used as a basis for developing more relevant metrics for measuring success. It helps in assessing the effectiveness of communication strategies and making necessary changes according to followers' responses and behavior.

Thus, knowledge of social media demographics is a key element in designing successful communication strategies in the ever-evolving digital era. This not only increases the effectiveness of communications, but also helps organizations to build stronger relationships with their audiences, leading to long-term success in achieving their communications goals.

According to the Digital 2023 Global Overview Report by wearesocial.com & Meltwater (2023), the world population currently reaches 8.01 billion with 64.4% of the population using the internet and 59.4% of the population using social media.

## Meta Business Suite

Meta provides professional dashboards for both Facebook and Instagram social media applications. Access to audience analytics can be obtained when we choose our account type as a business account. We cannot see the professional dashboard if our account is a personal account. This is used to make it easier for social media users to manage their business and create strategies to reach their audience both in quantity and quality. However, the many types of social media make us spend a lot of time accessing and managing our accounts one by one. Meta provides a platform called Meta Business Suite (MBS). This platform provides all analytical data about how social media Facebook and Instagram work. That means we can monitor the development of two social media in one place.



Picture 1. Meta Business Suite display on PC screen and cellphone screen

In picture 1 is the initial display for Meta Business Suite. In this one view, we can manage various things from Facebook and Instagram at once without having to open the applications one by one. We can monitor the latest notifications, messages, and posting schedules from both applications simultaneously. This can save time in managing these two social media. The display above is the author's Meta Business Suite account as a professional writer. Statistics Indonesia also has its own Meta Business account, but to make it easier to display the complete statistical data available, the author will use the author's account as an example in this paper.

Maybe some of us are asking why not just make the Facebook and Instagram applications into one social media application? What's interesting about social media is that each platform

has different demographic characteristics and profiling. Likewise, different algorithms are formed from user behavior which is certainly different for each platform. Therefore, utilizing these two platforms is the right way to reach as many social media users as possible from various circles. Just as I utilize Meta Business Suite for my comics, NSO can also utilize it to disseminate and communicate statistical products.

To be able to use Meta Business Suite, NSO must have a Facebook and Instagram account. If so, then we can visit [business.facebook.com](https://business.facebook.com) or download and open the Meta Business Suite App on iOS or Android. The next step is to connect your Facebook and Instagram accounts in one Meta Business Suite application.

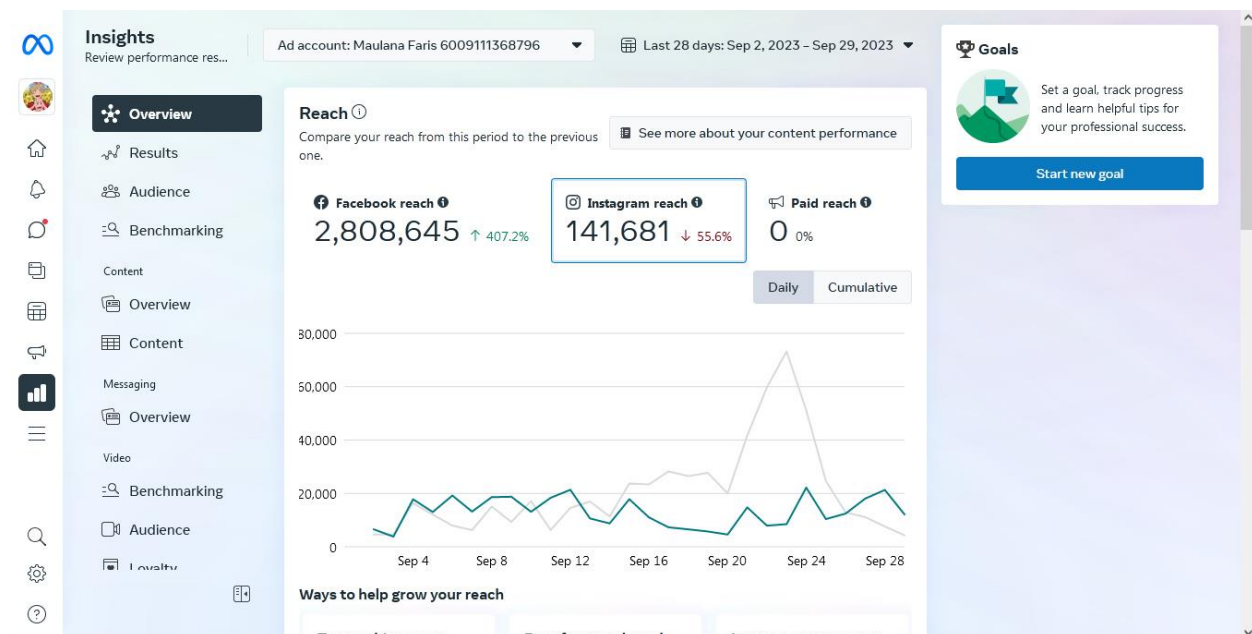
This paper will discuss more about how we utilize engagement statistics provided by Meta Business Suite in building communication strategies and statistical dissemination. Before that, we must first know what statistics are provided in MBS. MBS provides information regarding follower profiling and engagement statistics on our social media accounts. Engagement statistics are metrics used to measure the extent to which content on social media successfully interacts with its audience. Engagement statistics are a way to measure how effective a post or campaign on social media is in interacting with users. Here are some examples of engagement statistics commonly provided by social media platforms:

1. **Likes:** This measures how many users liked (clicked the “like” button) your post. This is the basic form of engagement.
2. **Comments:** The number of comments left by users on your posts. Comments can provide insight into what your audience is thinking or feeling.
3. **Shares:** The number of times your post was shared by users to their own networks. This shows the extent to which your posts are considered valuable by users and they want to share them with others.
4. **Click-Through Rate (CTR):** This measures how many people clicked on a link or call to action in your post that led to a website or further action. CTR is useful in campaigns that aim to drive traffic to a website or other landing page.
5. **Impressions:** The number of times your post appeared in a user's news feed, even if there was no direct interaction. This measures how often your posts are viewed.
6. **Reach:** This measures how many people saw your post. Reach can include organic reach (followers and users who view the post organically) as well as paid reach (through targeted ads).
7. **Video Views:** The number of people who watched your video and how long they watched it. Video views can provide insight into the extent to which your video content is successful in attracting attention.
8. **Follower Growth:** How many new followers you get over a certain period of time. Follower growth is an important indication of building an audience on social media.
9. **Engagement Rate:** This is a metric that combines various forms of engagement (likes, comments, shares, etc.) and compares them to the number of followers or number of views. This provides a more holistic picture of how active your audience is.

These engagement statistics are important because they will help us evaluate the performance of the content and statistical campaigns we create on social media. Analyzing this data can help you understand what's working, what's not, and how you can increase engagement with your audience.

## Overview

On the left side of the tab menu, right below the MBS logo and profile picture, there are eight display menu icons to help users. These menus include Home (initial display), Notifications, Inbox, Content, Planner, Ads, Insights, and All tools. Below there are three additional display menu icons, namely search, settings, and help. This time we will focus on the Insights icon. Picture 2 shows the display when we select the Insights menu. Several more icons will appear to the right of the main menu icon when we select the Insights icon.



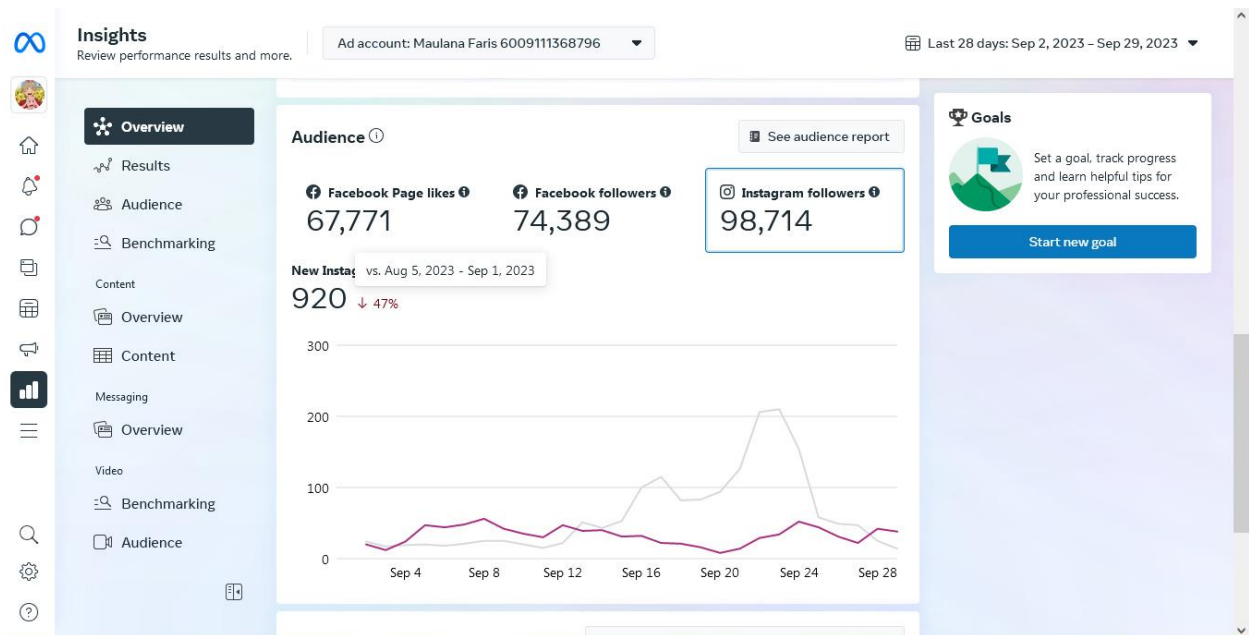
Picture 2 Insights Overview

On the Overview menu icon, the initial display shows reach information on Facebook and Instagram. We can get information on the number of accounts achieved in each application compared to the previous month. We can see that on my Facebook account there was an increase of 407.2% compared to the previous month, while on my Instagram account there was a decrease of 55.6%. To the right of the Instagram reach option there is a Paid reach option which shows the reach of the advertising that we pay for on Meta for both Facebook and Instagram. But because I don't pay for ads, this menu has 0% content.

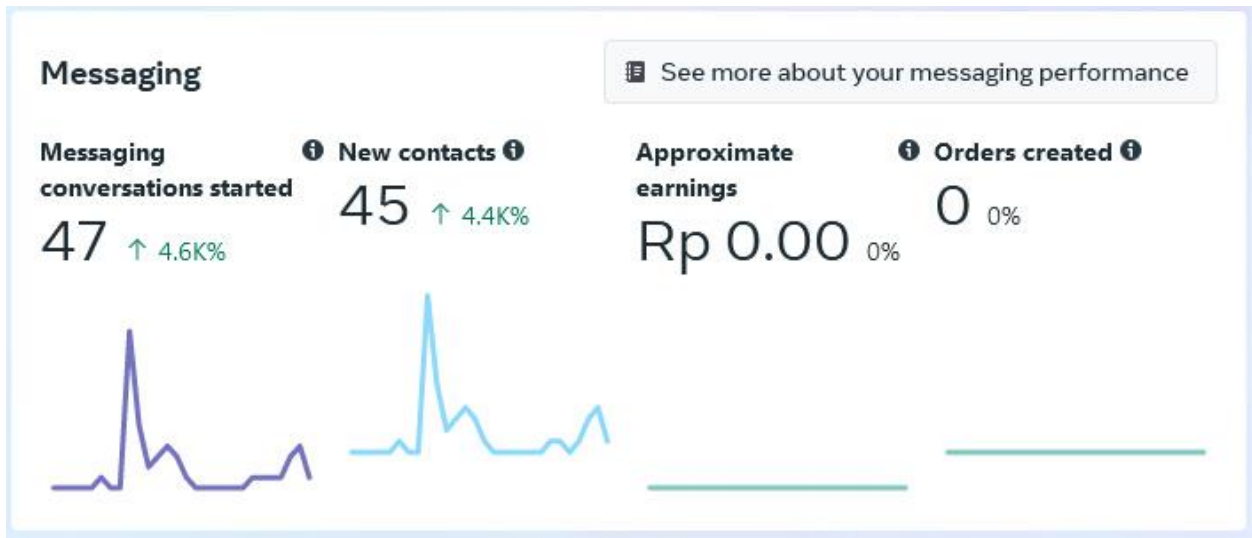
In the second image we can see the fluctuations in the accounts we reach from the posts we make. We can evaluate which posts work better than other posts and on which days social

media users are busier to reach. In Figure 2 there are two graphs that we can see, transparent graphs showing the performance of our account in the previous month.

Below the graph, information is provided about how we developed reach. MBS provides Post Frequently and consistently. We also get information about the median of post reactions, comments, and shares. If we scroll down again, the next information is about audience growth as seen in picture 3. Facebook itself has two different numbers, namely Facebook page likes and Facebook followers. The system on Facebook allows account users to like certain accounts without having to follow them or vice versa, follow the account without liking the account. Meanwhile, Instagram only provides follow or unfollow facilities. We can use the graph shown to see how our account followers grow compared to the previous month. This can be used as evaluation material for how we can expand the number of visitors who come or follow our account. Below information about follower growth, information is provided about message responses from followers as shown in picture 4.

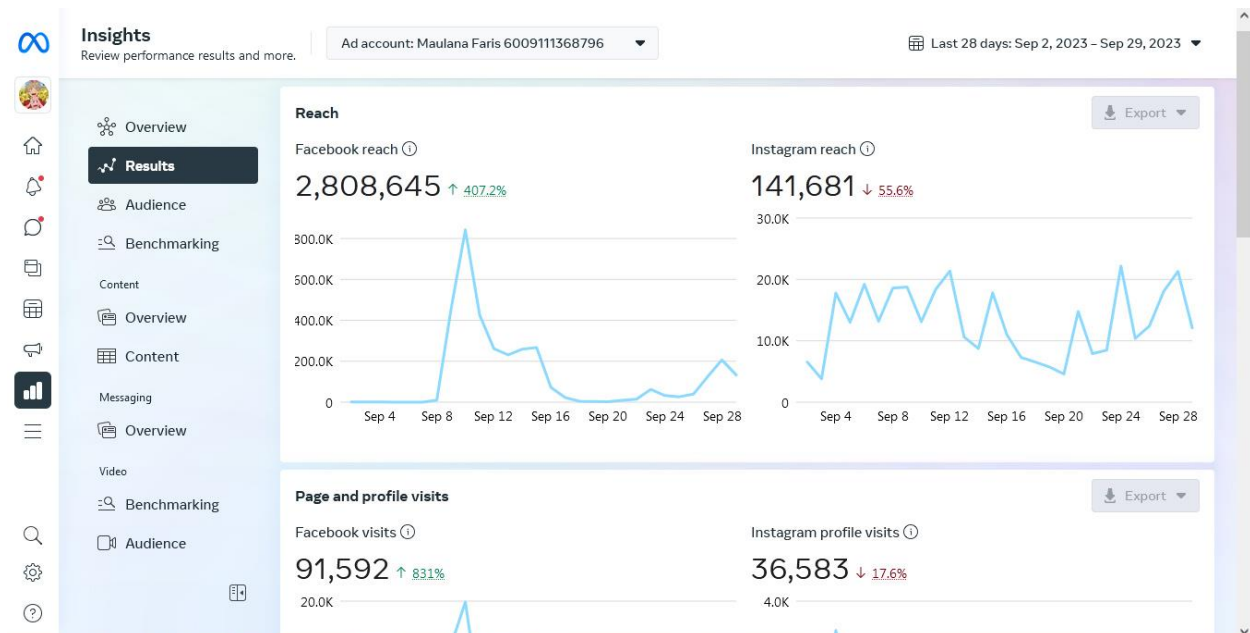


Picture 3. Overview Audiences



Picture 4. Messaging Graph

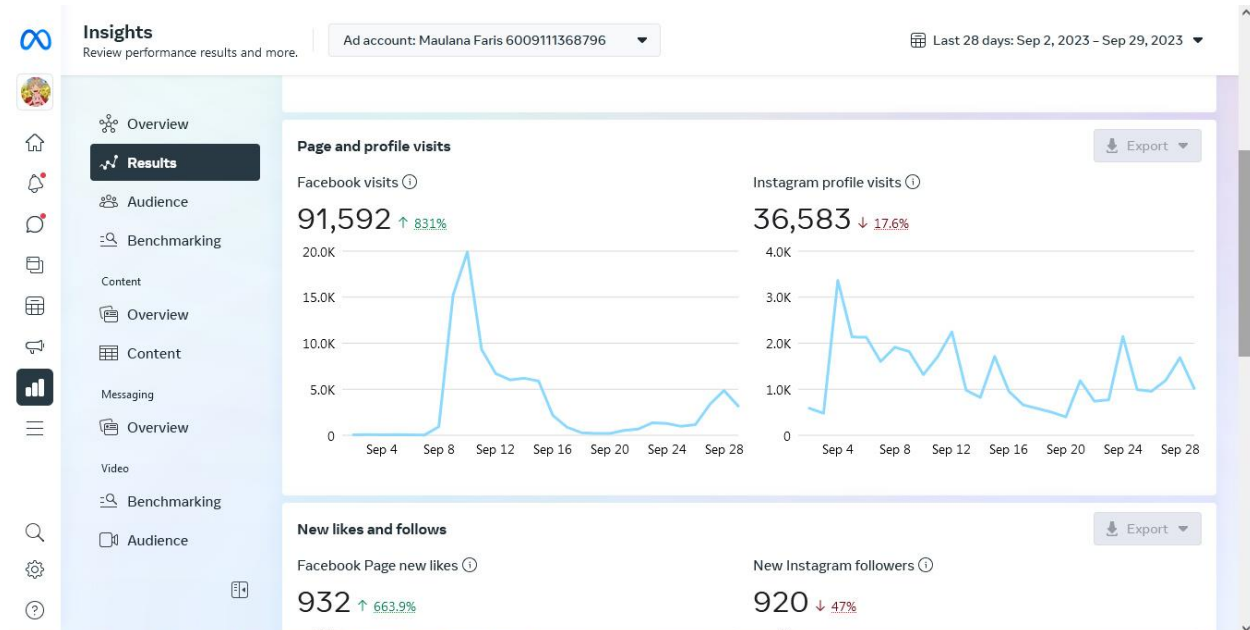
In the results icon option, MBS presents a graphic display that shows how the performance of our posts managed to reach people's accounts in one month. In picture 5 we can see the number of accounts that were successfully reached in one month, both on Instagram and Facebook accounts. On Facebook we can see the number of accounts that were successfully reached in one month, namely 2,808,645 accounts, an increase of 407.2% compared to the previous month's achievements. Meanwhile, Instagram accounts in one month were only able to reach 141,681 accounts, which was a decrease of 55.6% from the previous month.



Picture 5. Reach accounts Information

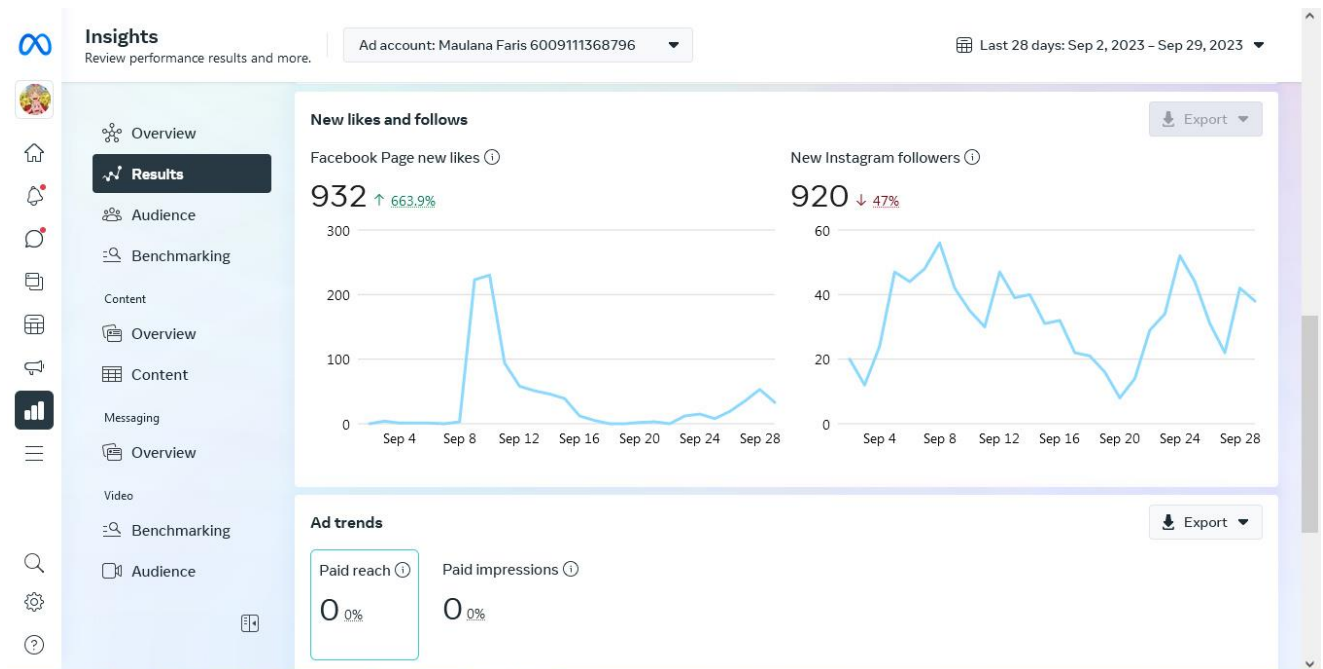


The next information is about profile visits. One of the important things in gathering followers is how our posts are able to invite them to come to our profile to follow or simply consume our information or other posts. We can see that there were 91,592 Facebook profile visits in one month, which was an increase of 831% compared to the previous month. Meanwhile, on Instagram there were 36,583 account visits in one month and this decreased by 17.6% from the previous month.



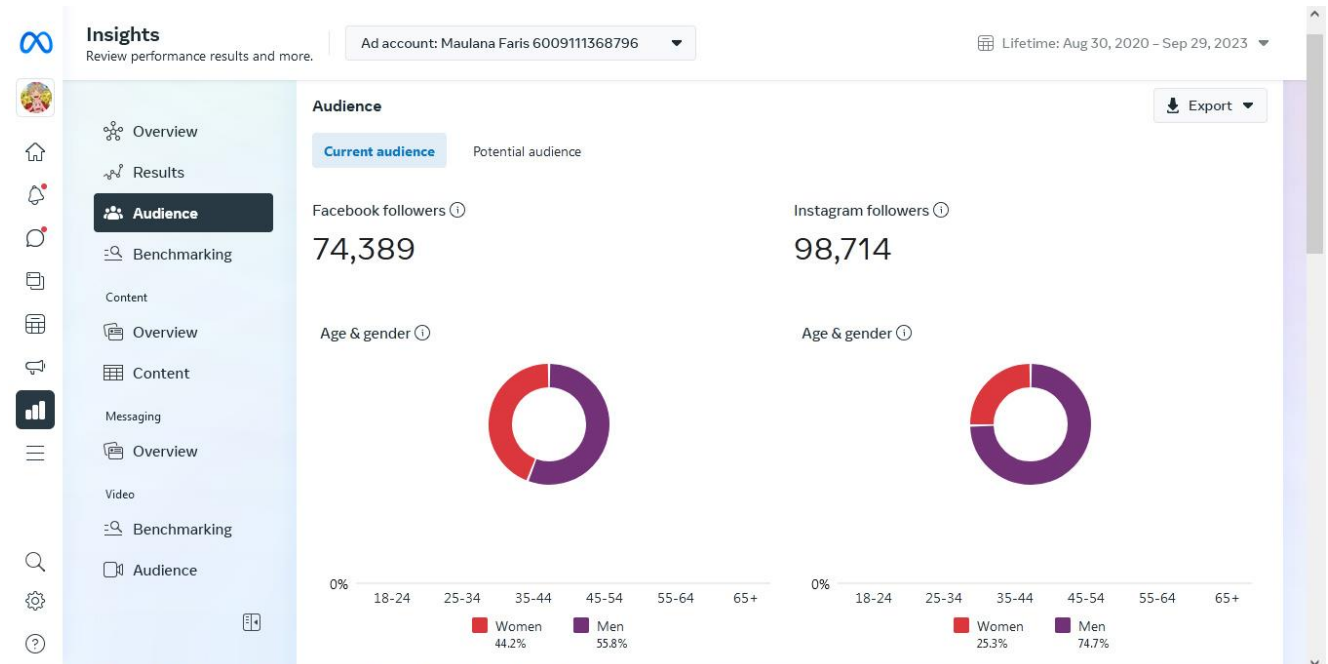
Picture 6 Page and Profil Visit

Next, in picture 7 we can see information about new followers from our accounts both on Facebook and Instagram. There was an increase in followers of 663.9% or 932 new follower accounts. Meanwhile, Instagram decreased by 47% compared to last month or an increase of only 920 new followers. This information becomes evaluation material for account owners to create strategies to increase the number of followers for the following month.



Picture 7 New Likes and Follows

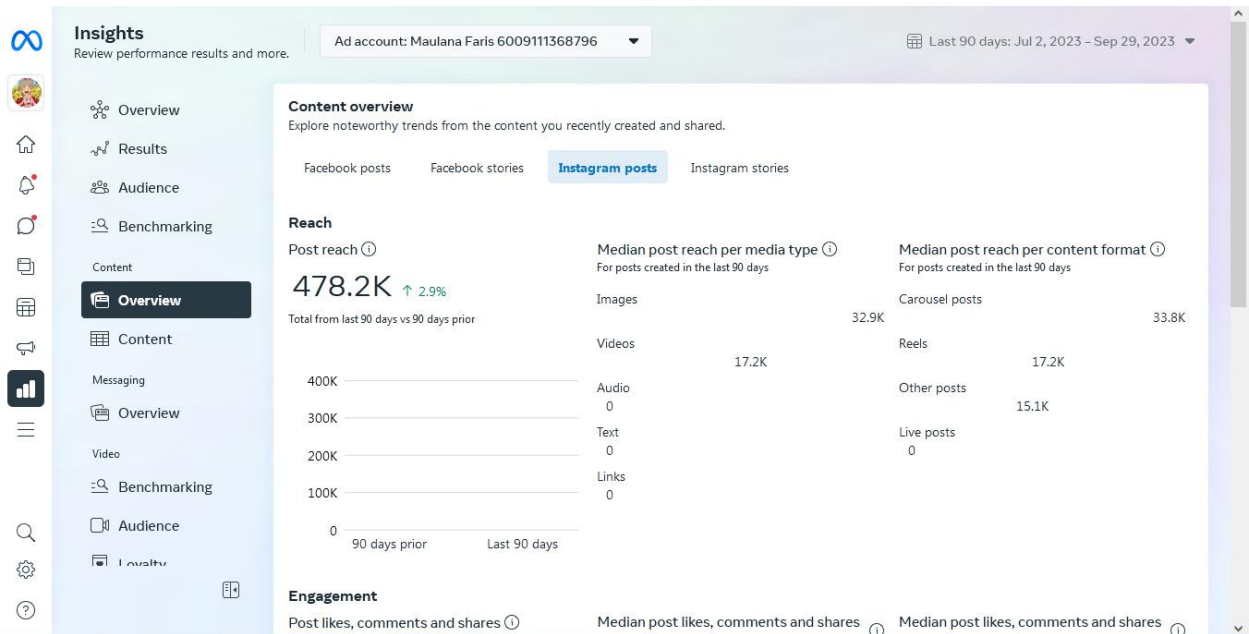
The next icon is Audience. This icon provides information about the demographics of the account's followers. The information available is in the form of gender percentage, age and where the followers live. This data can be used to create appropriate communication strategies according to the age and gender of the majority of followers.



Picture 8 Audience Age and Gender

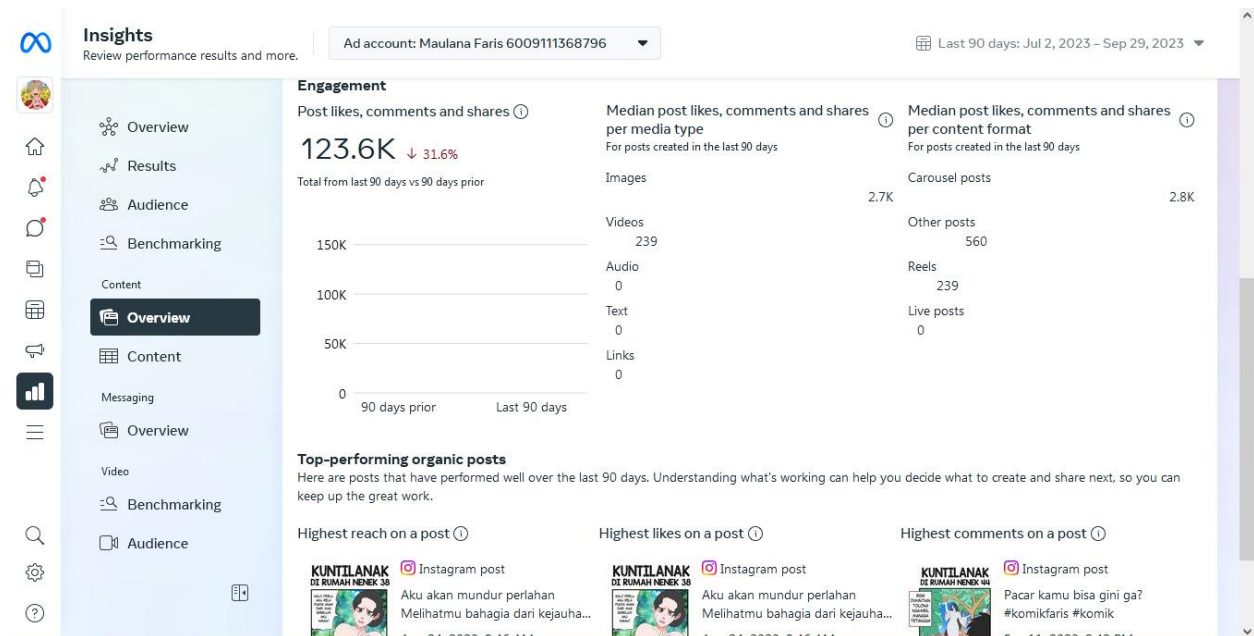


Picture 9 Audiences Hometown



Picture 10 Content Reach Overview

MBS also provides an overview of the performance of the content we have posted over the last 90 days. In picture 10 we can see the reach achieved from Instagram posts. We can also see the reach gained from Facebook posts, Facebook stories, Instagram posts and Instagram stories.



Picture 11. Post engagement and Top-Performing organic post

The next information we get is the engagement from the posts we made during the last 90 days. In picture 11 we can also see information about Top-performing organic posts. We get information about highest reach on a post, highest likes on a post, and highest comment post. From here we can learn to understand what kind of posts people like.

## Conclusion

The Meta Business Suite platform makes it easier for NSO to manage social media meta in measuring the success of statistical dissemination and communication. The statistics provided by MBS become NSO's reference in measuring the success of dissemination and communication carried out on social media. The available statistics are very up to date which allows us to quickly decide on the right communication strategy. The data presented is also the basis for NSO in building an audience on social media. Social media continues to grow and we must continue to adapt based on existing data.

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