



# **Eurostat and the power of social media**

**Mariana Kotzeva  
Acting Director General,  
EUROSTAT**

**OECD, Paris,  
5 October 2017**

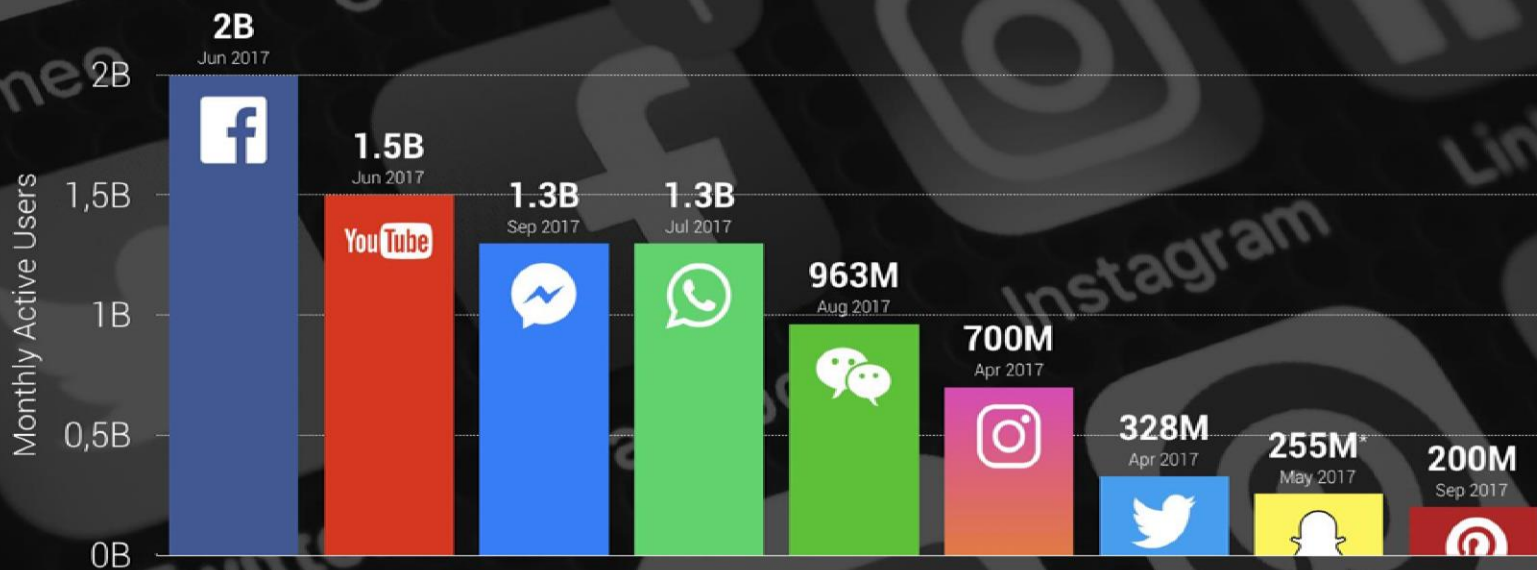


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## Social media – part of modern professional life

### Social Media Ecosystem

Monthly Active Users of Major Networks



Source: Official platform data, \*Approximately

Socialbakers; Sept 2017



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## Focus on social media since January 2017

### Twitter

- Since May 2011
- 102K followers



### Facebook

- Since January 2017
- Growing community





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# Rationale



**Reaching new and wider audiences**



**Listening, getting feedback and improving**



**From sharing to engaging**



**Increasing Eurostat's visibility and value of  
European statistics**



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## Reaching new and wider audiences

September 2017 alone

Eurostat posts  
get 2M views

Growth in followers  
(Sept. only)

3 thousand





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# Pick-up by other channels

## Where does your ice cream come from ?

Largest producers of ice cream in the EU, million liter (2016)

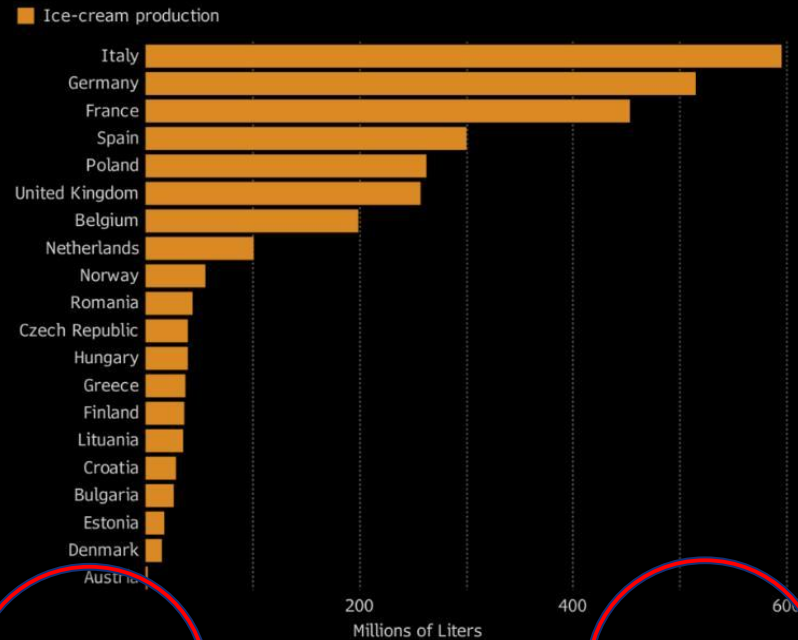


The source dataset can be found [here](#).

## Tweets featured in the media Impacting more people

### Italian Gelato

Italy tops European ice cream producers



## Italy Can Officially Say Everyone Loves Its Gelato

By Chiara Albanese and Giovanni Salzano  
11 August 2017 06:00

- Country produced 6.8 billion scoops of ice cream last year
- Italy leads in consumption of treat that dates to 16th century



Eurostat

Bloomberg

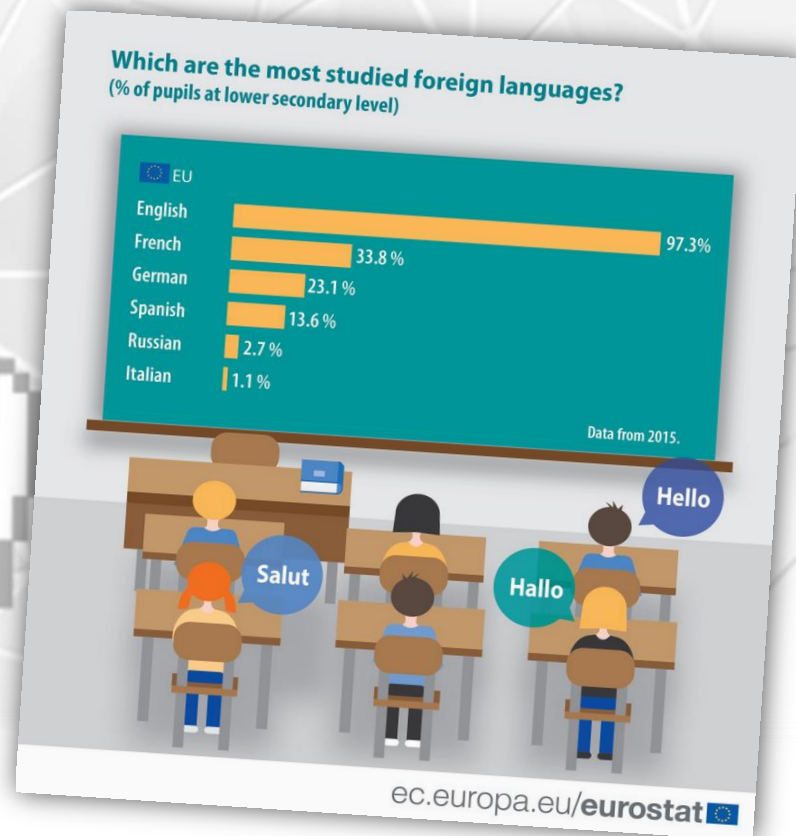
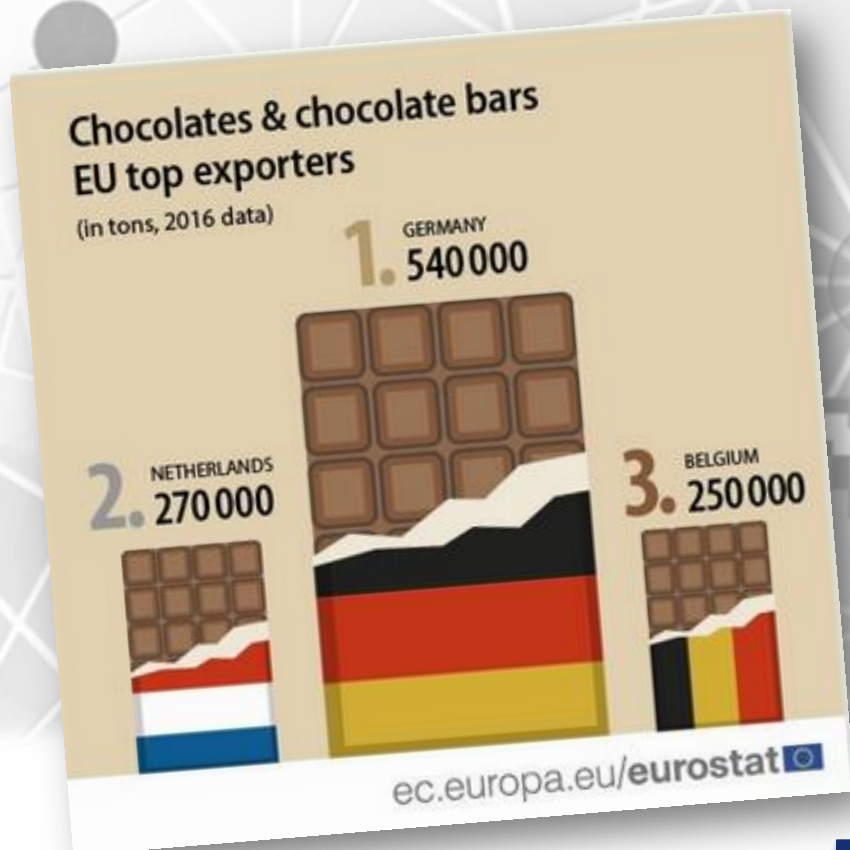




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# Visual and easily digestible

Focus on topics close to citizens





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# Listening, receiving feedback and improving our services



@BioGraphical1 - Jun 8

Map with shades of beige (-8% to +30%) food price inflation over time is effectively illegible. Rainbow colours for example would help.



2



are posters like this available for each of the 28 eu countries as they would be very useful classroom resources? If so, where?

hey

Lately, you asked if you can improve your service by adding something. I got an idea. I study politics and tried to discover relationships between economic factors (such as unemployment rates) with absolutely political factors (support of EU membership or further European integration). It was easy to find the economic data on your homepage. Instead of using your well sorted and managed databases, I had to search for Eurobarometers by the Commission, the Parliament, the Committee of Regions and so. Everything is decentralized and difficult to find with google. Have you ever thought about including those data in your databases? This would make political and economic analyses for unbalances so much better and easier - and probably create output how to make the EU even better 😊





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## From sharing information to engaging with users

Is Eurostat aware of this article which makes dubious claims about migration data and cites Eurostat as source?<https://www.infowars.com/just-over-1-of-migrants-arriving-in-italy-are-syrian-refugees/>

5:05 PM - 25 Sep 2017

Dear Lee, thank you for sharing the article. Although the article confuses the number of arriving refugees with asylum applicants, we can confirm the number of Syrian asylum applicants in Italy in Jan-May 2017: 1.4% of the total asylum applicants in Italy.

*Eurostat*

*Eurostat*



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# Increasing Eurostat's visibility and value of European statistics

**gtp** Greek Travel Pages

4 hrs · 🌐

👍 Like as Your Page

#Business #travel in the #EU has decreased by 40 percent since the onset of the economic crisis, the Union's statistical bureau Eurostat said recently.



**Eurostat: Business Travel Down by 40% Due to Crisis - GTP Headlines**

Business travel in the EU has decreased by 40 percent since the onset of the economic crisis, according to the Union's statistical bureau.

NEWS.GTP.GR

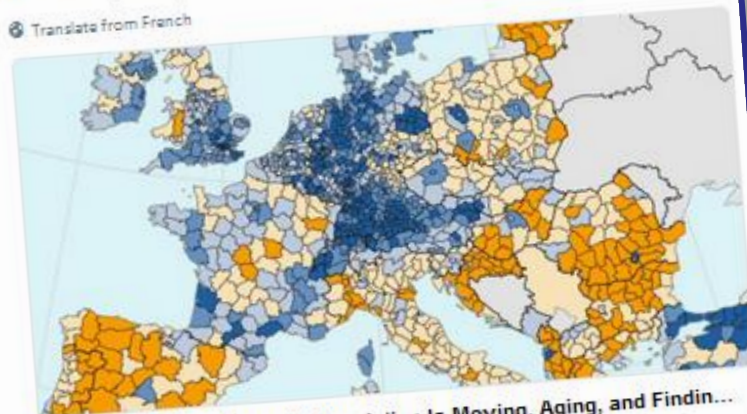
reviewed Eurostat — 5★  
August 28 · 🌐

It's a great page to look for information and database.

👍 Like    💬 Comment    🏠 Home

**Old-Continent** @OldCo\_eu · 5h  
Et @EU\_Eurostat devient une source d'info pour les journalistes: Mapping Where Europe's Population Is Moving, Aging

🌐 Translate from French



**Mapping Where Europe's Population Is Moving, Aging, and Findin...**  
Younger people are fleeing rural areas, migrating northward, and having fewer children. Here's how that's changing the region.



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## Following up on our success



### Monitoring metrics

#### 28 day summary with change over previous period

Tweets

85 ↑142.9%



Tweet impressions

1.73M ↑45.5%



Profile visits

32K ↑31.3%



Mentions

1,452 ↑88.1%



Followers

102K ↑2,375



### Social listening





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## What next?

**Better understanding of social media**

**Developing adaptive social media strategy**

**Integrating social media strategy into overall communication strategy**

**Resource challenges to be overcome**





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## What next?

**Social media as a tool to combat  
'alternative facts' in the digital age**