Eurostat and the power of social media

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OECD, Paris, 5 October 2017
Social media – part of modern professional life

Social Media Ecosystem
Monthly Active Users of Major Networks

- **Facebook**: 2B (Jun 2017)
- **YouTube**: 1.5B (Sep 2017)
- **WhatsApp**: 1.3B (Jul 2017)
- **Instagram**: 963M (Aug 2017)
- **Snapchat**: 328M (Apr 2017)
- **Twitter**: 255M (May 2017)
- **Pinterest**: 200M (Sep 2017)

Source: Official platform data, *Approximately

Socialbakers; Sept 2017
Focus on social media since January 2017

Twitter
- Since May 2011
- 102K followers

Facebook
- Since January 2017
- Growing community
Rationale

Reaching new and wider audiences

Listening, getting feedback and improving

From sharing to engaging

Increasing Eurostat's visibility and value of European statistics
Reaching new and wider audiences

September 2017 alone

Eurostat posts get 2M views

Growth in followers (Sept. only)

3 thousand
Pick-up by other channels

Where does your ice cream come from?
Largest producers of ice cream in the EU, million liter (2016)

Italy 595
Germany 515
France 454

The source dataset can be found [here].

Tweets featured in the media
Impacting more people

Italy Can Officially Say Everyone Loves Its Gelato

By Chiara Albanese and Giovanni Salzano
11 August 2017 06:50

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

Source: Eurostat
Visual and easily digestible
Focus on topics close to citizens
Listening, receiving feedback and improving our services

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

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 😊
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.
Increasing Eurostat's visibility and value of European statistics
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
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
What next?

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