EDU’S SOCIAL MEDIA STRATEGY

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OECD/EDU
A strategic approach

- Within framework of OECD Communication Strategy (C(2017)14) the Directorate for Education and Skills (EDU) has developed its own communication strategy, including a social media strategy.

Draft social media strategy for the Directorate for Education and Skills, 2017-18
15 March 2017

Social media has changed the way the Directorate communicates and interacts with stakeholders. The technologies are moving at a very fast pace, given our limited resources, this paper sets out a proposed targeted social media strategy for the Directorate for Education and Skills for 2017-18 for continuing to grow our following and engage with new stakeholder audiences.

The paper briefly presents a review of the global social media trends and the current state of play in social media in other intergovernmental organisations, by way of context and comparison with the Directorate’s current social media presence.
## Aims

| Listen                                                                 | Understand                                                                                           | Engage                                                                                                                               | Communicate                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| • Actively listen to our audiences’ comments, questions and ideas     | • Understand different points of view better                                                          | • Collaborate to build targeted stakeholder engagement                                                                             | • Get the “right” content into the “right” hands                                                                                                               |
| • Take the pulse on, and be sensitive to, current global and national issue | • Check our understanding with our stakeholders to ensure we haven’t misunderstood                    | • Engage with audiences in a more “live” manner                                                                                     | • Create awareness of emerging findings/policies                                                                                                               |
| • Pay closer attention to both popular and unpopular issues/ideas      |                                                                                                       | • Encourage stakeholders to attend events, in person or virtually                                                                       | • Update our audiences with new data                                                                                                                        |
|                                                                        |                                                                                                       | • Solicit ideas, questions, and other forms of engagement with specific target audiences                                               | • Extend the reach of our campaigns to new or elusive audiences                                                                                                 |
|                                                                        |                                                                                                       |                                                                                                                                     | • Reach out to our audiences in their languages                                                                                                                |
|                                                                        |                                                                                                       |                                                                                                                                     | • Share compelling stories that take hold, go viral or otherwise affect policy or behavioural change                                                       |
Diversifying target groups/audiences

- Political leaders
- Policy makers
- Journalists and media
- IGOs working in education
- Employers
- Researchers
- School administrators
- School networks
- Teachers
- Parents
- Social media influencers
- Social media messengers
Main channels – Twitter
78.7k followers – 3,447,414 unique Twitter accounts, on average, per month in 2016
Main channels – Blogs

Why innovation becomes imperative in education
- October 04, 2017
Main channels – Teacher community Edmodo
Main channels - other

- Facebook
- Webinars
- YouTube videos
- Etc.
Tools

- Infographics and specially designed charts and data visualisations

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**Key findings from Education at a Glance 2017**

Young people continue to attain higher levels of education...
Educational attainment rates among 25-34 year-olds, OECD average

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... As higher education brings better labour and life outcomes...
- Are more likely to be employed: 84% are employed compared to 75%
- Adults with a tertiary degree (as compared to adults with upper secondary degree only)
- Are 2X less likely to have suffered from depression
- Earn 56% more

... But some are still left behind
- % of young adults not in education or employment (2016)

<table>
<thead>
<tr>
<th>Country</th>
<th>Below 10%</th>
<th>Above 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iceland</td>
<td>5%</td>
<td>23%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>Denmark</td>
<td>8%</td>
<td>24%</td>
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<tr>
<td>Luxembourg</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>9%</td>
<td>24%</td>
</tr>
<tr>
<td>OECD Average</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Mexico</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>28%</td>
<td></td>
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<tr>
<td>Greece</td>
<td>33%</td>
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<td>Italy</td>
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<tr>
<td>Turkey</td>
<td>33%</td>
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</tbody>
</table>
Dear colleagues,

As you know, we are publishing our annual compendium of education and skills data this morning, *Education at a Glance*. This year’s report introduces for the first time a full chapter dedicated to the Sustainable Development Goals, providing an assessment of where OECD and partner countries stand on their way to meeting the SDG targets on education by 2030.

You can find the social media campaign here. Outstanding links will be added when we have them. NB: The report is under embargo until 12 September, 11am Paris time.

In addition to tweets in English, French and Spanish, you will find 19 charts that have been prepared by Julien Dubuc (many of which are also available in French and Spanish) here. You will also find other infographics, a video, and more in the tweetbank. You can also check our Twitter channel for anything you’d like to retweet during the day: www.twitter.com/OECDeduSkills

You can watch the UK briefing event live from London this morning at 11:00 Paris time: https://www.youtube.com/watch?v=s2vRSO-Ja1c&feature=youtu.be
Preparing and monitoring

- Monthly social media reports

**Media, web and social media report for the Directorate for Education and Skills: April 2017**

1. OVERVIEW

1a. Overall media impact: Number of articles in traditional and online media
The complete list of education and skills articles citing or relevant to our work on education and skills (930 posts in traditional and online media, a 30.43% increase over March 2017, in 86 countries and economies) can be found [here](#). Of the 930 articles, interviews, blogs, radio broadcasts, videos, etc., 180 of them appeared in Top 200 newspapers in 23 countries and economies (see Figure 1).

Figure 1. Number of articles that appeared in Top 200 newspapers, by country, April 2017
Preparation and monitoring

- And specific tweet reach reports for key publications

**Tweetreach Snapshot for**

- SchoolFunding OR
- SchoolResources since: 2017-06-25

**Estimated Reach**
- 205,828 accounts reached

**Exposure**
- 781,754 impressions

**Activity**
- 81 tweets
- 68 contributors
- 2 days
Thank you!

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