



# EDU'S SOCIAL MEDIA STRATEGY

Dirk Van Damme

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

<b>Listen</b>	<ul style="list-style-type: none"><li>• Actively listen to our audiences' comments, questions and ideas</li><li>• Take the pulse on, and be sensitive to, current global and national issues</li><li>• Pay closer attention to both popular and unpopular issues/ideas</li></ul>
<b>Understand</b>	<ul style="list-style-type: none"><li>• Understand different points of view better</li><li>• Check our understanding with our stakeholders to ensure we haven't misunderstood</li></ul>
<b>Engage</b>	<ul style="list-style-type: none"><li>• Collaborate to build targeted stakeholder engagement</li><li>• Engage with audiences in a more "live" manner</li><li>• Encourage stakeholders to attend events, in person or virtually</li><li>• Solicit ideas, questions, and other forms of engagement with specific target audiences</li></ul>
<b>Communicate</b>	<ul style="list-style-type: none"><li>• Get the "right" content into the "right" hands</li><li>• Create awareness of emerging findings/policies</li><li>• Update our audiences with new data</li><li>• Extend the reach of our campaigns to new or elusive audiences</li><li>• Reach out to our audiences in their languages</li><li>• Share compelling stories that take hold, go viral or otherwise affect policy or behavioural change</li></ul>



# 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

The screenshot shows the Twitter profile for OECD Education (@OECEduSkills). The header features navigation links for Home, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile banner is blue with the text 'EDUCATION & SKILLS' and a graphic of a purple head silhouette surrounded by colorful circles. The profile picture is a globe with the green and grey arrow logo. The bio states: 'OECD work on education and skills provides policy makers with the information they need to improve the quality of education worldwide.' The location is Paris, France, and the website is oecd.org/edu. The page shows 12.3K tweets, 1,655 following, and 78.7K followers. A pinned tweet from Sep 12 promotes '#Education at a Glance 2017: OECD #Indicators' with a link to a full package. The tweet image shows the title 'Education at a Glance 2017 OECD INDICATORS' and a collage of photos: a student in a hard hat, an older woman at a computer, and a young boy reading. The right sidebar includes 'Who to follow' with UNICEF Education, BBC Education, and US Dept of Education, and 'Trends for you' with #PyeongChang2018, #Journeemondialesanimaux, #RedevenirUnEnfantPour, and #AfricaForum.



# Main channels – Blogs

Home  
About  
Disclaimer  
Contact

Archive ▾

Labels ▾

Follow by Email

Email Address

Get email notifications

Report Abuse

Education & Skills Today

Global perspectives on education and skills

Why innovation becomes imperative in education

- October 04, 2017



# Main channels – Teacher community Edmodo

The screenshot shows the Edmodo website's landing page for the OECD Teacher Community. At the top right, there is a green 'Login' button. Below it, the Edmodo logo and a globe icon are displayed. The main heading is 'OECD Teacher Community'. Below this, there is a welcome message and a disclaimer. To the right, there is a 'Create your free account' section with three buttons: 'I'm a Teacher' (green), 'I'm a Student' (blue), and 'I'm a Parent' (blue). At the bottom, there is a banner with the text 'Focus on teaching, not paperwork.' and an illustration of educational tools like a calculator, ruler, and apple.

Edmodo |

## OECD Teacher Community

Welcome to the OECD Teacher Community. With resources for teachers the world over, and a team of experts ready to answer your questions on teaching best practices, we hope you will engage with us to make education better. The written material, information and videos published on the Edmodo "OECD Teacher Community" do not necessarily represent the official views of the OECD or of the governments of its member countries. The OECD cannot be held responsible for possible violations of copyright resulting from the posting of any written material on this community. The "OECD Teacher Community" on Edmodo is subject to the Disclaimers section of the General Terms and Conditions of the OECD website.

When you use this URL to sign up for an Edmodo account or log in with existing credentials, you'll automatically be added to the OECD Teacher Community, where you can connect with other members, collaborate to improve outcomes, and discover valuable resources—all in one place.

Create your free account

[I'm a Teacher](#)

[I'm a Student](#) [I'm a Parent](#)



## Main channels - other

---

- Facebook
- Webinars
- YouTube videos
- Etc.





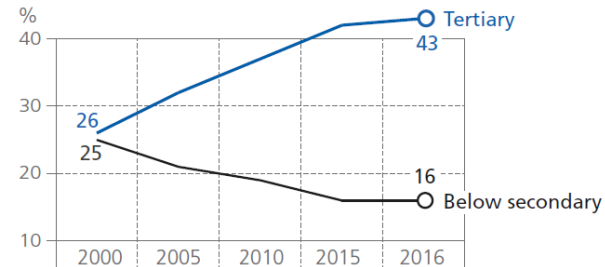
- Infographics and specially designed charts and data visualisations

## 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



### ... 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)



Earn **56%** more

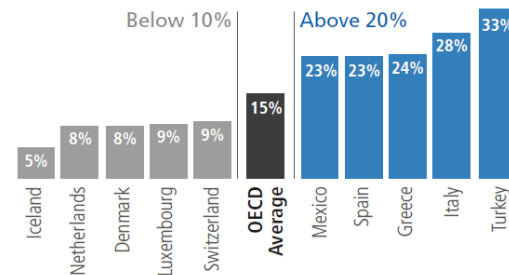


Are **2X** less likely to have suffered from depression



### ... But some are still left behind

% of young adults not in education or employment (2016)





# Preparing and monitoring

- Every flagship publication or major launch event is prepared with a Tweetbank and social media tools, eg *Education at a Glance 2017*



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](http://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

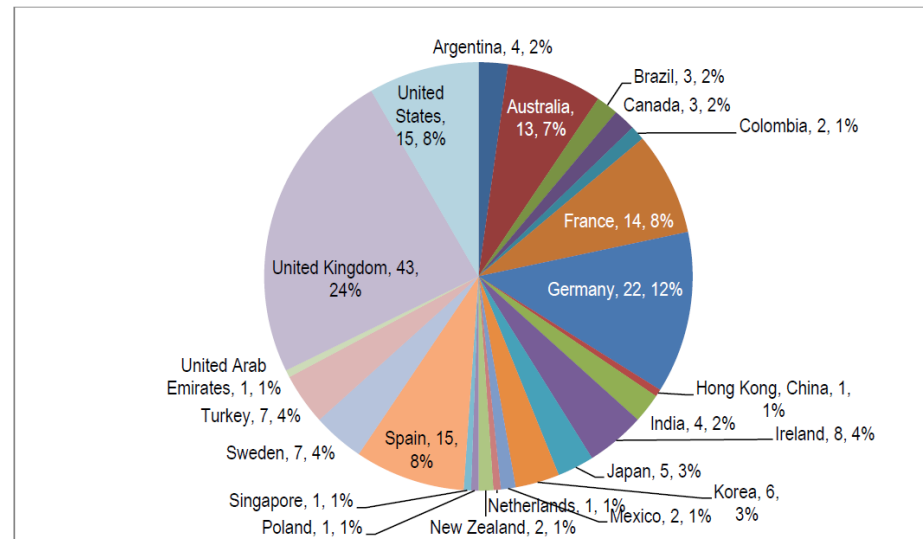
## Media, web and social media report for the Directorate for Education and Skills: April 2017

### 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





# Preparing and monitoring

- And specific tweetreach reports for key publications

TWEETREACH SNAPSHOT FOR

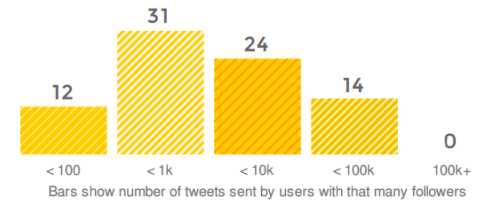
## #SchoolFunding OR #SchoolResources since:2017-06-25

### ESTIMATED REACH

**205,828**  
ACCOUNTS REACHED

### EXPOSURE

**781,754** IMPRESSIONS

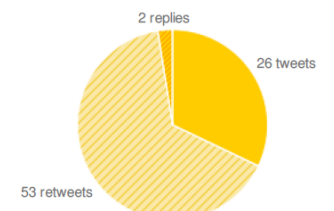


### ACTIVITY

**81**  
TWEETS

**68**  
CONTRIBUTORS

**2**  
DAYS





---

**Thank you !**

[dirk.vandamme@oecd.org](mailto:dirk.vandamme@oecd.org)  
[www.oecd.org/edu/ceri](http://www.oecd.org/edu/ceri)  
twitter @VanDammeEDU