Humanising data for social media users

Lauren Bradford, Social Media Manager, Office for National Statistics, UK
Quality social media content
Style guide for social media

Social media
A guide to writing for social media.

Table of contents
1. Introduction to social media
2. Images for social media
3. Ages for social media
4. Fractions for social media
5. Writing numbers for social media
6. Abbreviations for social media
7. Ampersand for social media

- Plain English
- Self-contained
- Fit one of three copy formats:
  - Headline
  - Nugget
  - Hook
- Target audience in mind, but should be easily understood by everyone
- Cut out the jargon
- Include strong links/hashtags
- Frontload with the most important information
- Have a call to action

https://style.ons.gov.uk/category/social-media/
Evidence-based

Net migration 335k in year to June 2016, close to last year’s high of 336k
ow.ly/dGja306HyupG

Net migration +246,000, Immigration 588,000, Emigration 342,000 in year ending March 2017 ow.ly/wCMh30eDOux
Members of EU are broken down into groups referred to as EU2, EU8 & EU15. Find out the countries in each group: ow.ly/4OQ6309hh4d
Provide a narrative

Nicola White comments on today's population by country of birth and nationality release: ow.ly/8mQp30eDRdd

"The population of the UK continued to increase between 2015 and 2016, driven by significant increases in both the non-UK born and non-British national population of the UK. Poland is the most common non-UK country of birth, and the number of Polish nationals resident in the UK has reached 1 million.

Nicola White, Migration Statistics Unit, ONS"
Right platform, right time
Go where the conversations are already happening

How is the UK Government spending on welfare split? Try our interactive ow.ly/ZwNAz #Budget2016

Use the sliders to make your guess.

- Pensions (state & public service)
- Incapacity, disability & injury benefits
- Unemployment benefits
- Housing benefit

£?? £?? £?? £??

Office for National Statistics

Join us from 12.30pm where we’ll be tweeting along to #Budget2016 with our tweeting statisticians

Following the Budget? Speak to our tweeting statisticians

- Richard Tonkin @ONSRichardClegg
- Richard Clegg @ONSRichardClegg
- James Tucker @ONSSimon
- Katie Davies @StatsKim
- John Flatley @ONSJohnFlatley
- Christopher Jenkins @StatsChris

#Budget2016

Fraser Munro @FraserMunroPSF · Aug 22
As government borrows it adds to debt. Reducing #deficit is not the same as reducing #debt

The debt and deficit of the UK public sector explain...
In 2015 the UK public sector received £671 billion, spent £753 billion, borrowed £82 billion, had a current budget deficit of £46 billion and at the end of 2015 a debt of ju...

visual.ons.gov.uk
Optimise for different platforms

9/10 householders aged 20 to 24 were renting in 2015. Explore more stats about young people in the UK on SlideShare:

Exposure to sunlight is a high risk factor for melanoma skin cancer. Find out more: ow.ly/REm930cHQA7 #heatwaveuk
In September 2017, content posted on the ONS Twitter feed reached 1.7 million people. This compares with 741,000 people visiting the ONS website.
Add value
News agenda

No, you're not imagining it – some of your favourite sweets really are shrinking. "Shrinkflation" has pushed up the prices of sugar, jams, syrups, chocolate and confectionery. Find out more: http://ow.ly/iXfd30dRc7p

What's the gender pay gap for your job? Find out with our explorer ow.ly/ns6W306XSbr #bbcpay

BBC News (UK) • @BBCNews
25 men on the #BBCpay talent list receive more than £250,000, compared to nine women bbc.in/2uIA9EN
Work with others to amplify your messages

Good to link up BBC to promote public understanding of crime

Crime calculator - what's your risk of being a victim?
Try the BBC’s crime calculator tool to find out more about your personal risk of being a victim.
bbc.co.uk

Today marks World Suicide Prevention Day. Explore the risk of suicide for different groups in society: ow.ly/2pGm30f0DOZ #WSPD17

Who is most at risk of suicide?
Read our VisualONS article

Samaritans

ONS National Statistics

Samaritans
Summary

Quality content is key
Set standards
Evidence-based
Continually experiment and evaluate
User-focused
Provide a narrative

Right platform, right time
Go where the conversations are happening
Optimise for different platforms
Add value and context
Ensure you’re reaching the right audiences
Maximise return on investment
Thank you