Humanising data for social media users

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Quality social media content

Style guide for social media

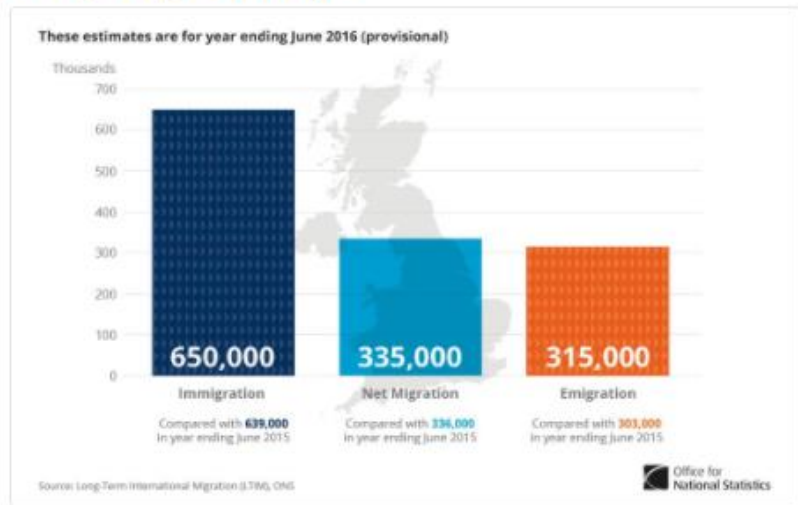**Social media**

A guide to writing for social media.

Table of contents

https://style.ons.gov.uk/category/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

Evidence-based

Net migration 335k in year to June 2016, close to last year's high of 336k
ow.ly/dGja306HupG

These estimates are for year ending June 2016 (provisional)

Thousands

Immigration	650,000
Net Migration	335,000
Emigration	315,000

Immigration
Compared with **639,000** in year ending June 2015

Net Migration
Compared with **336,000** in year ending June 2015

Emigration
Compared with **303,000** in year ending June 2015

Source: Long-Term International Migration (LTIM), ONS

Office for National Statistics

Net migration +246,000, Immigration 588,000, Emigration 342,000 in year ending March 2017 ow.ly/wCMh30eDOux

Estimates are for year ending March 2017 (provisional)

Immigration
588,000
Compared with **638,000** in year ending March 2016
Statistically significant

Net migration
+246,000
Compared with **+327,000** in year ending March 2016
Statistically significant

Emigration
342,000
Compared with **311,000** in year ending March 2016
Statistically significant

Source: Long-Term International Migration (LTIM)

Office for National Statistics

User-focused

Members of EU are broken down into groups referred to as EU2, EU8 & EU15. This image outlines the countries in each group:

EU8
EU2
EU Other

LU Luxembourg
BE Belgium
NL Netherlands
DK Denmark
SI Slovenia

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

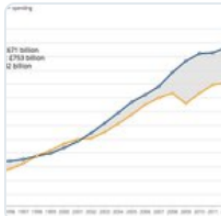Office for National Statistics

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 benefi...

£?? £?? £?? £??

Office for National Statistics

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

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 @richt2

Richard Clegg @ONSRichardClegg

James Tucker @ONSJames

Kate Davies @StatsKate

John Flatley @ONSJohnFlatley

Christopher Jenkins @stats_chrisj

#Budget2016

Office for National Statistics

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:

Young People in the UK

We look at official statistics to highlight the facts about young people living in the ...

slideshare.net

Exposure to sunlight is a high risk factor for melanoma skin cancer. Find out more: ow.ly/REm930cHQa7 #heatwaveuk

Skin Cancer in England: A look at melanoma skin cancer over 20 years

ONS publish cancer statistics which helps to measure cancer in England. This Slid...

slideshare.net

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

Are shrinking sweets pushing up prices?

Read our article to find out more

Office for National Statistics

GIF

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

the gender · the BBC's talent' who ore than 00 a year?

62 Men | 3 W...

BBC NEWS

Work with others to amplify your messages

John Flatley
@ONSJohnFlatley
Following

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 Visual.ONS article
Samaritans

Office for 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