

Istat project proposal for the 2020 work programme of the UNECE High‐Level Group for the Modernisation of Official Statistics

# How to realize a succesful Social media strategy within a Statistical Organization

Communication in the Social media era: how does communication change in the digital age? Everything is more fluid, distances are shortened, the concept of 'Privacy' tends to disappear. Even the most traditionalists and conservatives have today to negotiate with a revolution that begun for years now, but in a certain way has always been diminished or contained, also when the results were and are obvious. Today Social media have changed and revolutionized the way people communicate, in all sectors, from politics, to advertising, to interpersonal relationships. We have thus to approach this big change in a positive way, trying to exploit the strength, the characteristics and the technology that these new media make available to anybody who knows how to better manage them. Almost 3.5 billion people all over the world frequently use Social media to share photos and videos, learn about new products and services, interact with each other and with brands. And this number is growing year by year, showing that Social media is by no means a passing phenomenon.

A right and well‐planned Social media strategy is therefore inevitably advantageous for any organization

that intends to make use of it. For this reason and given that there is no universal recipe for success in order to make their use effective, it is important that those who work in a same field, as the different National Statistical Organizations, help each other to correctly identify the aims to be reached and the most suitable platforms to the realization of their common purposes.

We worked at a Strategic Communication Framework to help each Communication Structure within different Statistical Organizations to become always more strategic within their own Organization and in the highly competitive environment. In the Phase II of this Project we deepened how to better involve our Stakeholders to ensure the effective delivery of our Corporate strategy. In a hypothetical phase III of the Project it would be useful to discuss strategy about how to achieve all these results also through a valid Social media strategy.

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