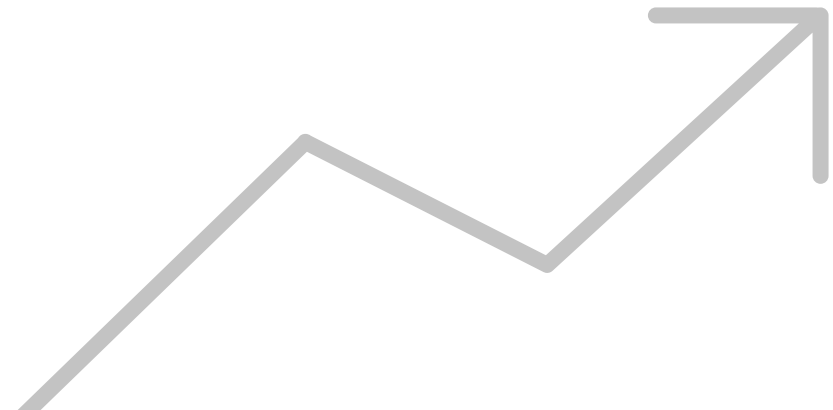# How to communicate effectively?

Destatis experience with an integrated media monitoring system

UNECE Expert Meeting on Dissemination and Communication of Statistics

11 – 13 October 2023 in Lisbon

Kerstin Hänsel

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Continuous measuring and steering as basis

» What we measure and steer:
  » Press releases
  » Event-related Newsroom releases
  » Posts on X
  » Posts/Stories on Instagram
  » Updates on LinkedIn
  » …
» Agile system
» Separate rounds for individual communication areas (daily morning briefing, weekly social media meeting, quarterly topic planning, social media jour-fixe, feedback rounds)
» Monthly steering meeting & report to management

Strategic approach across all channels

» Communication strategy:

    » Outside-in (user and media oriented) →Newsroom

    » Inside-out (data related)→ Presswork

    » Trust-building, target group-oriented, dialogue-oriented →Social Media

» Newsroom strategy

» Press strategy

» Channel strategies for social media

All digital.
No print.

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How is it organised?

» In-house with 2 coders and 2 analysts (in total 3.8 MAK, former staff from print area),

» Human coding in online software (blueReport) from Print, Online, Radio and TV (opinion-leading media)

» Detailed analysis and integration of all communication channels X, LinkedIn, Instagram, YouTube, Website (Matomo), Google Search Console, …

→ Continuous media monitoring enables overall picture of communication and its steering

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Use Case | Steering with key figures

Dashboard July 2023
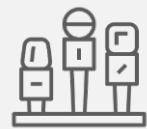
Gross reach	1,023 million	**Press efficiency** (Ø Gross reach per release)	13.1 million		**www.destatis.de** (Website accesses)	559,251
Compared July 2022	+26%	Compared July 2022	+48%		Downloads, website accesses, etc. are only recorded by users who have actively consented to tracking in advance.	
Ø 2022	681 million	Ø 2022	7.4 million			
Press releases Newsroom:	50 8	**Newsroom** (Ø Gross reach per release)	21.8 million		**GENESIS-Online** (Number of table accesses)	708,432
Compared July 2022	-21%	Share Newsroom media coverage	31%		Compared July 2022	+36%
Ø 2022	60	Ø 2022	20%		Ø 2022	498,532
X-Follower (monthly growth)	49,727 (+164)	**LinkedIn-Follower** (monthly growth)	8,574 (+342)		**Instagram-Follower** (monthly growth)	23,283 (+663)
Number of Posts July	81	Number of Updates July	12		Number of Posts/Stories July	55
Impressions July	666,840 ↘	Impressions July	45,051 ↗		Impressions July	308,739 ↗

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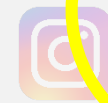
Use Case | Increasing efficiency with detailed analysis

Detailed evaluation of press coverage

Identify and reduce press releases with low coverage (e.g. publication on other channels, change of periodicity, thematic grouping)

Instead:

1. Encourage dialogue between departments and newsroom

2. Strengthen social media and corporate communication

→ Continuous review of the results achieved

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Use Case | Event-related publishing requires quick reaction

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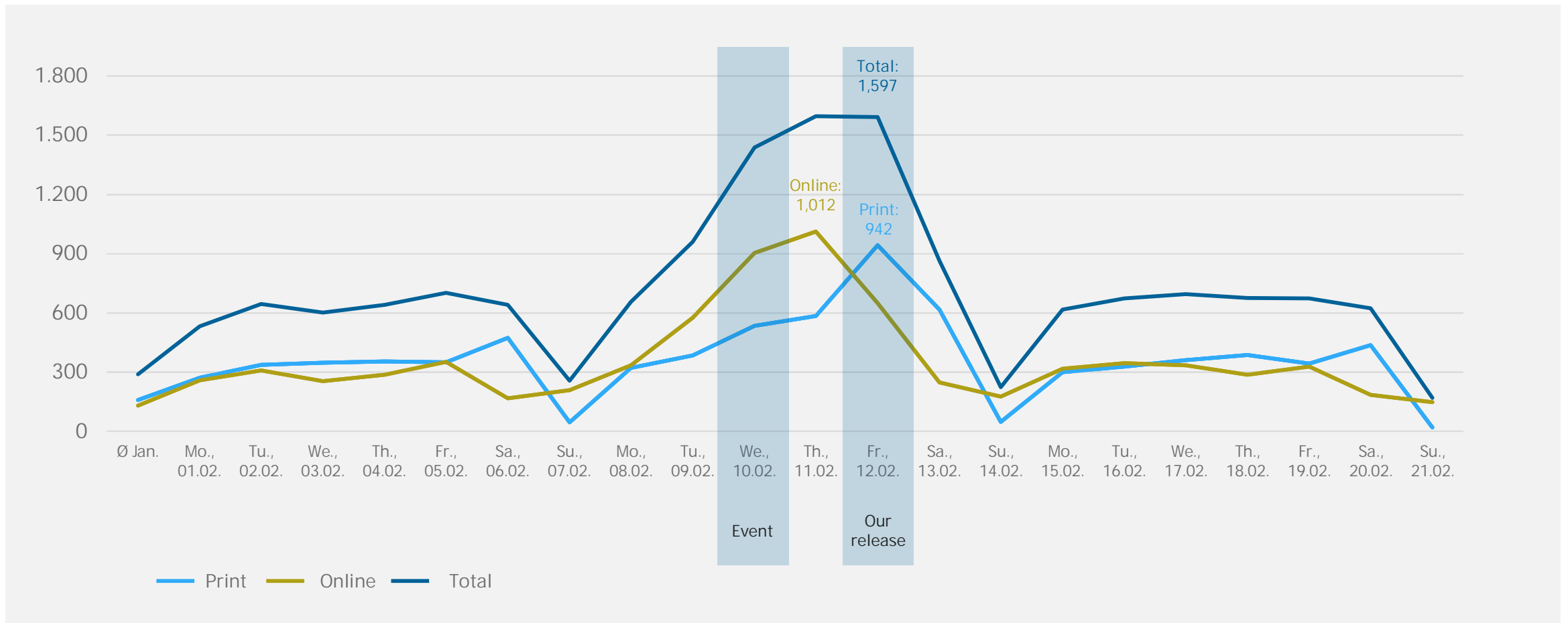
Use Case | "Explanation via information" on Instagram

» Trying out the possibilities of social media: Publishing times, channels, products, formats, ...

» Explanatory formats in high demand on Instagram
→ more than twice as many playbacks as data Reels

Explanatory reels
up to 40,000 playbacks
→ New follower

Other data reels
Up to 15,000
playbacks

Insights at a glance

» Efficient communication based on integrated media monitoring leads to continuously higher response rates in all channels

» Strategy and monitoring enable trial and error and targeted evaluation

» "One fits all" fits no-one: diversified target group strategies (social media)

» Ongoing improvement (whether on a large or small scale):

  » How can I best address my news releases?

  » When is the best time to reach my target group?

  » How can I best increase engagement?

  » Which topics do always succeed?

  » …

» Process of continuous learning and improving!

Any questions?

Kerstin Hänsel

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