



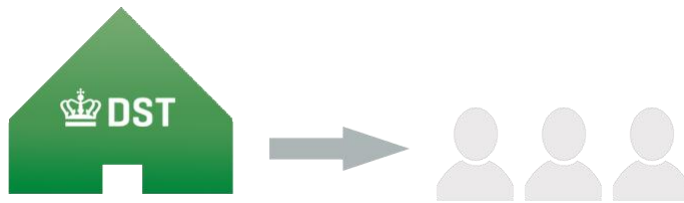
Definition of social media

- Social media refers to the means of interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks
- Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities, and individuals

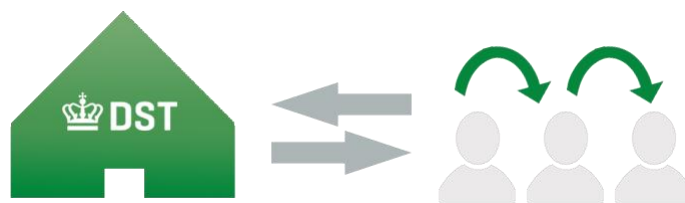
Definition from Wikipedia

A brief history of communications

One way communications: Traditional view of communications that involves a sender and a (passive) receiver:

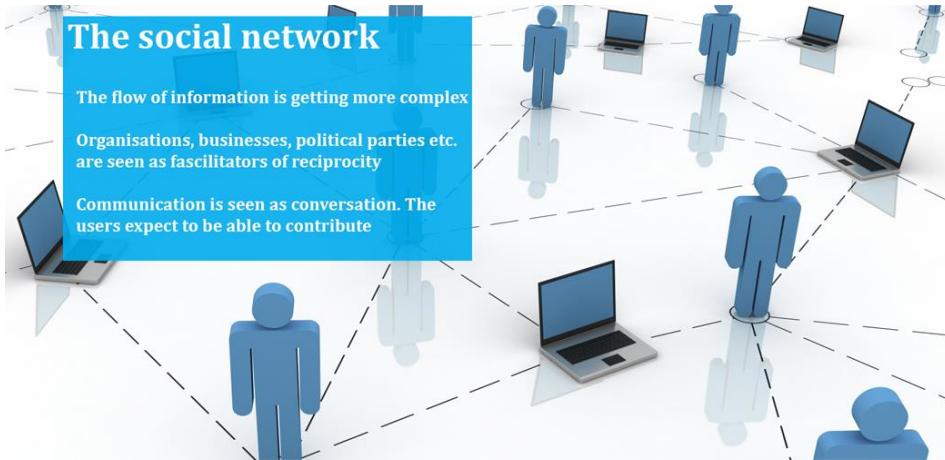


A brief history of communications #2



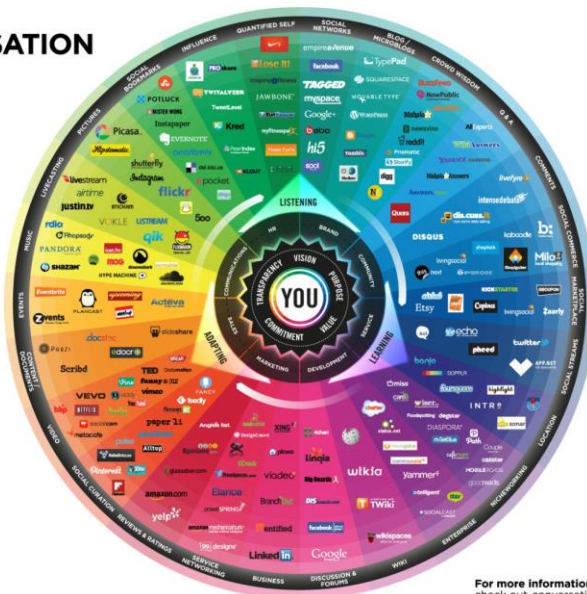
- Two way communications
- More focus on the receivers
- Target groups and analyses

Increase in complexity



THE CONVERSATION PRISM

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For more information check out conversationprism.com

Types of social media

- Collaborative projects (Wikipedia)
- Content communities (YouTube / Flickr / Slide share)
- Blogs and micro blogs ()
- Social networking (Facebook)
- Virtual game worlds (World of Warcraft)
- Virtual communities (Second life)

Online Communities

- From 2003: LinkedIn, MySpace, Skype, iTunes Store, Second Life
- Now: Integrated and inter-connected media: Flickr, Facebook, YouTube, WoW, Twitter, Foursquare, Bing, Google+, Instagram, Pinterest etc.



Wikipedia – or wikis

- User generated content

The screenshot displays the Eurostat website interface. On the left, there is a navigation menu with options like 'Home page', 'Contact', and 'Random article'. The main content area features a 'News' section with headlines such as 'The October Willem...' and 'UN Women is leading...'. There are also sections for 'Statistics Explained' and 'Consumer prices - inflation and comparative price levels'. The bottom of the page features the 'STATISTICS DENMARK' logo and a bar chart with the number '9'.

Content communities – sharing of multimedia

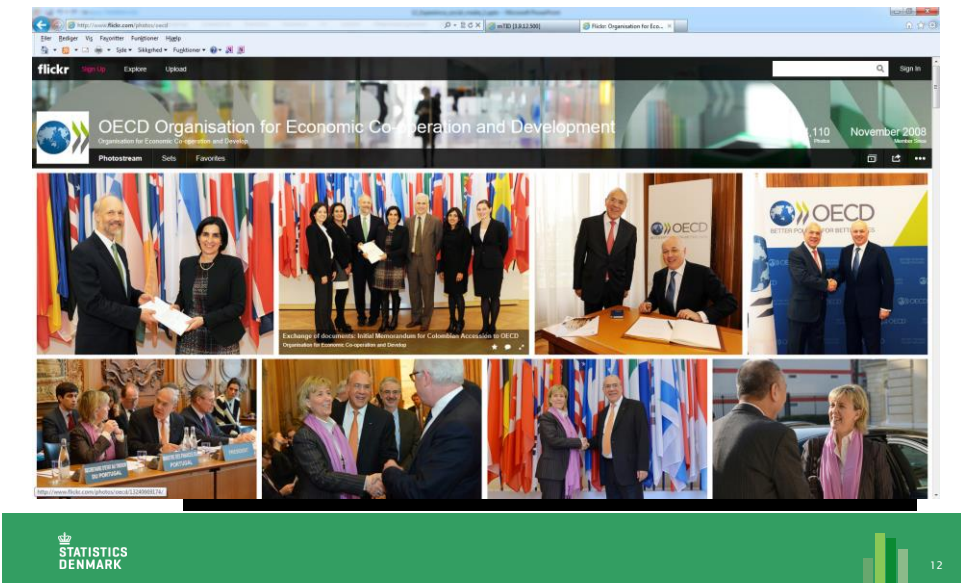
This block contains three screenshots of content sharing platforms. The top left shows a YouTube search results page for 'eurostat', listing several videos related to Eurostat data and presentations. The top right shows the Flickr website interface with a search bar and a 'Share your life in photos' banner. The bottom right shows the Slideshare website interface with a search bar and a 'Market your business on Slideshare' banner.

The bottom of the slide features the 'STATISTICS DENMARK' logo on the left and a bar chart with the number '10' on the right.

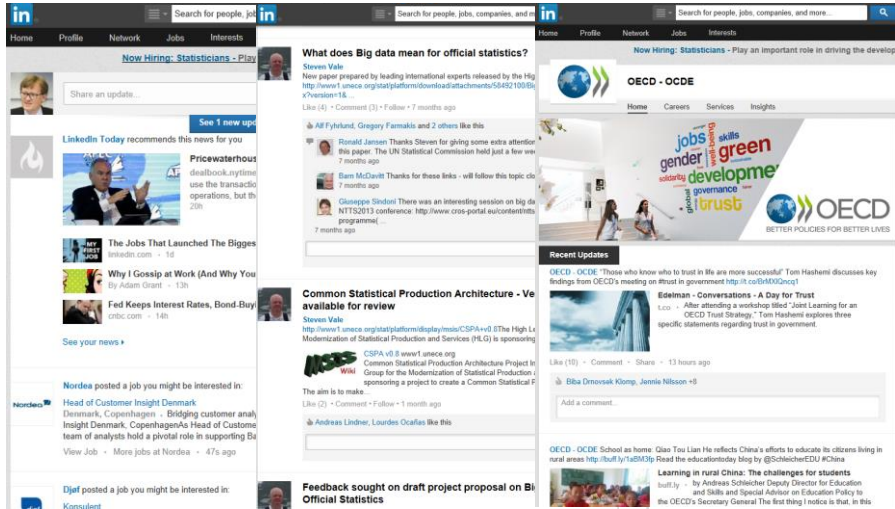
Content communities – sharing of multimedia



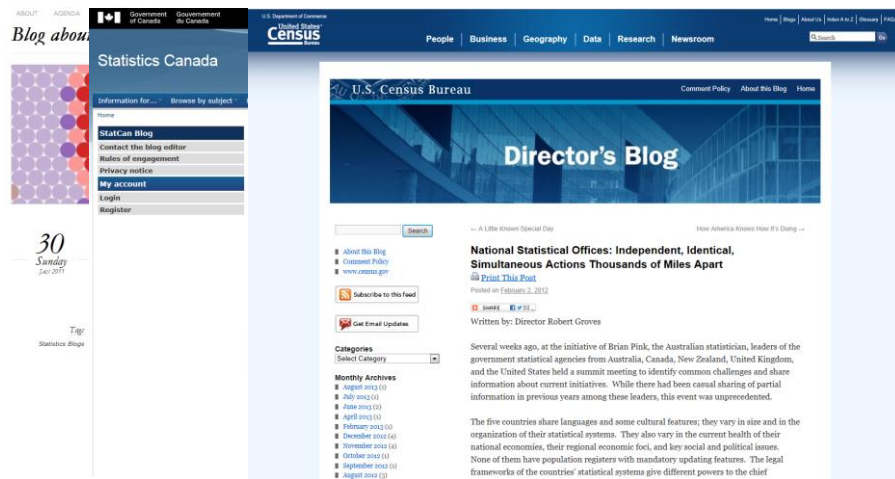
Sharing of pictures



Social networking sites- LinkedIn



Blogs- and Micro- blogs



Implications of new technologies

New challenges

- Loss of control
- All kinds of user scenarios with different user needs



How can we use social media?

- We can reach new user groups
- Inform users using their medium of choice (be present where the users are)
- Endless possibilities: Updates, user involvement, story telling, automatic/manual tweets, check-ins, likes, shares, friending, following
- **BUT:** We need a clear strategy and to re-organize the way we work, accordingly

A need for new strategies

- What types of content are suited for social media?
- Which channels will be used and how?
- What will it cost us?
- What will we gain?
- How can we measure the effect of our use of social media?

Success in social media?

No established metrics for return on investment

- Likes?
- Followers?
- Re-tweets?
- Views?
- Increased use of data and figures in traditional media?

Current use and future plans for social media

- Statistics Denmark's social media presence:
 - Youtube: (13 videos between 200 and 3.500 views)
 - <http://www.youtube.com/user/Danmarksstatistik>
 - Twitter: Launched in January 2014
 - Share buttons on www.dst.dk
 - Who? and How?
 - LinkedIn
 - Marketing – not part of dissemination policy

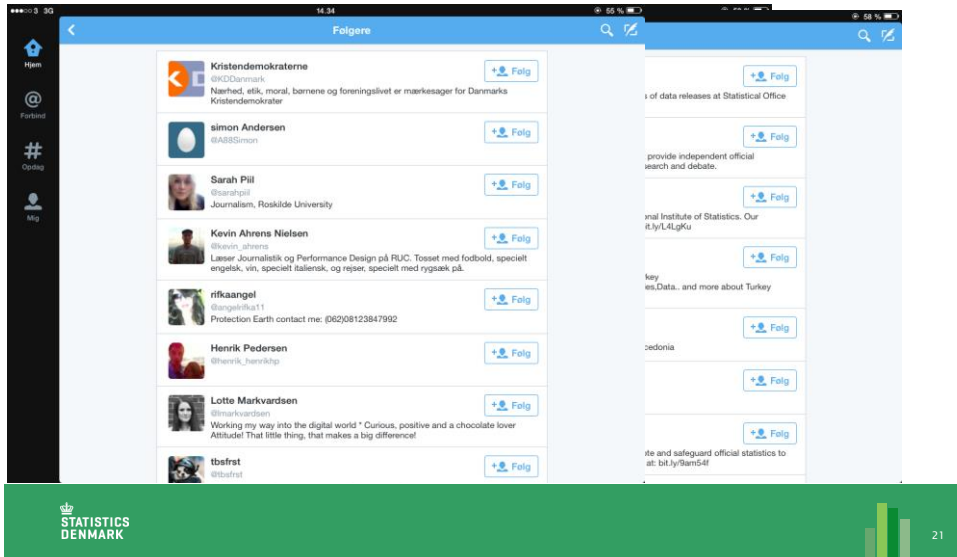
Measuring the effect



Statistics Denmark Twitter Profile: Criteria for success

	December	January	February	First 6 months	First year
Number of followers	200	500	1.000	1.500	2.000
Number of mentions, monthly average	100	150	180	200	250
Number of retweets	2	4	6	8	10
Total number of recipients (potential impressions) per tweet	1.000	5.000	10.000	20.000	30.000
Influential followers Per cent of 100 chosen profiles	2	4	10	20	50
Entries from Twitter to website	?	?	?	?	?
Openings of news letter from Twitter	?	?	?	?	?

To follow your followers?



Just to compare



Poul-Henning Kamp
@bsdphk

Author of a lot of FreeBSD, most of Varnish and tons of other Open Source Software. All your passwords are belong to my md5crypt()
phk.freebsd.dk

1.366 TWEETS	35 FOLGER	3.045 FOLGERE
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Danmarks Statistik
@DSTdk

Nyheder fra Danmarks Statistik
dat.dk/twitter



86 TWEETS	58 FOLGER	3.032 FOLGERE	
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#

- What is the right #?
- Can you "brand" your own #?
- Guilty by association?

Best practices

How do similar organisations operate?

Case study: OECD

- Facebook (43.729 likes, 1.385 talking about, 4,160 visitors).
- Twitter (5.974 tweets, 122.321 followers
(<https://twitter.com/oecd>)
- YouTube (<http://www.youtube.com/user/oecden>)
- Flickr (3,922 photos)
- Pinterest (396 followers)

Twinning on facebook

The screenshot shows a Facebook event page for "EU - Israel Twinning Project on Statistics". The event is scheduled for 25 November 2013, from 09:00 to 12:00 UTC+02 in Jerusalem, Israel. The event description includes: "Discussion on the role of Israeli CBS in the NSS, and how to establish the NSS Coordination Committee; Presentation of new EU regulation on coordination of official statistics (Statistics Law)". The page shows 2 guests, 0 invited, and 0 invited. The event is categorized as "Official Organization". The page also features a photo of a meeting with three people at a table, and a list of suggested events including "Distortion 2014" and "Roskilde Festival 2014". The Statistics Denmark logo is visible in the bottom left corner of the screenshot.