

Workshop on Managing Social Media for NSO Communications

18 - 20 October 2022, online

Information Bulletin

1. Rationale

Official statistics shape development policies, help governments set priorities and inform public discourse. However, statistics need to be presented in a way that is accessible to a wide public in order to enable civic participation. In this respect, social media can be an important channel for national statistical offices to engage with the public.

Yet, despite the ubiquitous nature of social media, it is also rife with misinformation. For example, according to the Associated Press, while around 70% of US adults rely on social media for government information at least once a week, only 11% of them actually trust that information.

Against this context, PARIS21's partners among National Statistical Offices (NSOs) have expressed a demand for statistical communications training support across a wide range of competencies, that build on the skills and experience of both experts and their peers.

Also in the 16th Management Seminar for Heads of NSOs in Asia and the Pacific in December 2021, participants reached the consensus that increased presence on social media can allow NSOs to directly reach the public and other user groups.

As a step forward to address these needs, this virtual workshop will focus on mastery of social media for NSOs.

2. Objectives and expected results

The objective of the workshop is to explore the potential benefits and pitfalls, as well as presenting a number of case studies from peers in the region to dive more deeply into specific contextual examples. Platform-specific experts will provide insights into how to communicate persuasively across Twitter, Facebook and LinkedIn, and NSOs will have opportunities to share their own experiences and discuss best practices.

More specifically, participants will:

- Learn about how to engage the public on social media;
- Learn about how to segment communications to specific communities;
- Learn how to develop and implement a social media policy;
- Develop the skills to communicate on Twitter, Facebook and LinkedIn;
- Understand social media analytics and metrics;
- Develop skills for the use of social media in emergencies and crisis situations;
- Explore practices to deal with negative social media coverage, misinformation and fake news; and
- Share own experiences, best practices and peer learning.

3. Participants

The workshop is targeted at middle managers of NSOs in Asia-Pacific, responsible for the overall planning, design and management of social media for communication of the NSO.

Participants are expected to share/present country practices and experiences in national planning, design and management of social media for communication to enrich cross-country learning. Please be prepared to participate in interactive breakout sessions during the training.

4. Date and venue

The workshop will be conducted on 18-20 October 2022 (virtual session) in a livestream.

5. Language

The workshop will be conducted in English with no translation.