

Workshop 3: Social Media



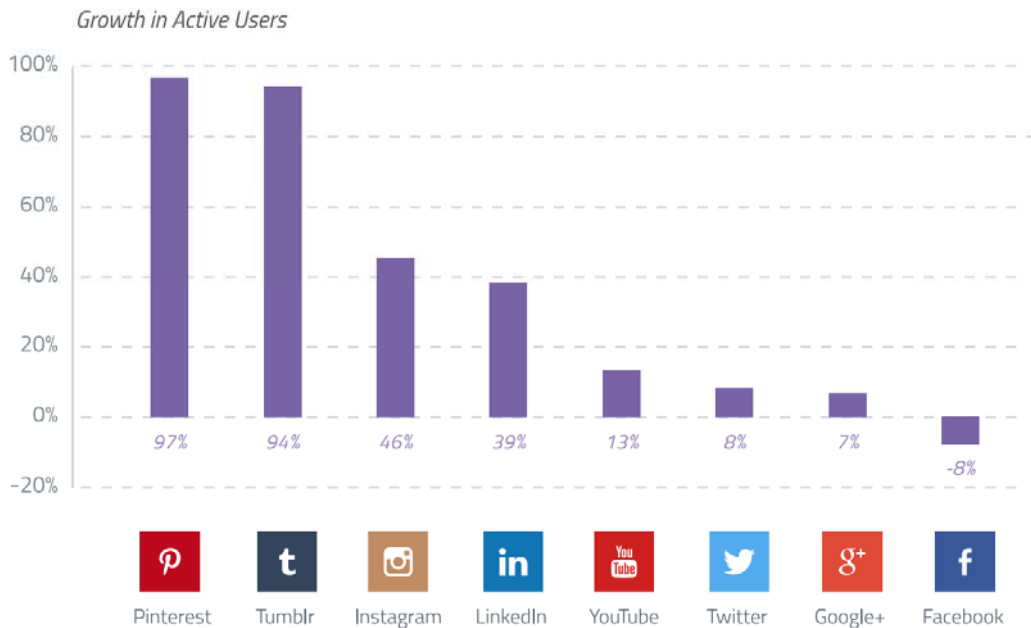


200,000 respondents
33 countries

Source: Global Web Index Social Summary, Quarter 1, 2015



TOP SOCIAL PLATFORMS: GROWTH IN ACTIVE USERS DURING LAST YEAR



Source: Global Web Index Social Summary, Quarter 1, 2015

Improving impact of Twitter

- * Better graphics
- * Weekend posting
- * More substantive tweets
- * No repetitive tweets
- * More engagement with other Twitter users
- * More Tweets that tell a story



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TWEETS **1,420** FOLLOWING **183** FOLLOWERS **21K** FAVORITES **107**

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Census Australia

@ABSCensus

The Census of Population and Housing is the largest statistical collection undertaken by @ABSStats. The next Census will be held in August 2016.

Australia
abs.gov.au/census
Joined July 2010

50 Photos and videos



Tweets Tweets & replies Photos & videos

- 
Census Australia @ABSCensus · 20h
 Census data reveals 378,265 people in Australia reported [#GrowingUpGreek](#) (Greek Ancestry).
 1 reply 3 likes
- 
Census Australia @ABSCensus · 1d
 Celebrate Gummi Worm Day with a packet of your fav gummi worms! Census data reveals there are 2,380 Confectionary Makers in Aus.
 2 replies 1 like
- 
Census Australia @ABSCensus · Jul 13
 Le 14 juillet. Census data reveals 57,739 people speak French at home