Does Social Media Have a Role in Federal Statistics?

Using Social Media

Resources Needed for Successful Social Media Campaigns
Social Media Helps Meet Census Bureau’s Mission and Goals

Goal-Oriented Engagement Cycle
Results-Driven Outreach

- Increased Awareness
- Increased Relevancy
- Increased Transparency
- Increased Survey Response Rates (i.e. Behavioral Change)
Resources for Successful Social Campaigns

- **Analytics** – Set predetermined benchmarks and metrics
  - Currently using free sources (Topsy.com and Tweetreach.com) but investing in social media monitoring analytics system

- **Rich Media Content & Engaging Visuals**
  - Infographics, videos, photos, data visualizations, interactive web-based apps, mobile apps – direct posts

- **Building a High-Performance Social Media Team** (customer service skills)

- **Ability to Adopt Latest Tools (if appropriate) to Better Serve Customers**
  - Enable your agency to have access to social media platforms at the forefront of the industry even if only for monitoring initially
  - Process by which to adapt latest technologies quickly (commenting platform key)

- **Engagement Guidelines**
  - Remember to engage in the conversation and have a discussion (two-way communications)
  - Tweetchats and USTREAM
Census Social Media Evolution

Social Media Campaigns

- 2010 Census
  - Leveraged experiences and lessons learned to create new social media strategy

- 1940 Census Records Release
- How Do We Know? Campaign
- Web Transformation
2010 Census: Social Media

Our objectives:

1) **Reach unattached mobiles**
   These highly mobile, single renters, including college students, gather much of their information through social media. A traditionally HTC group.

2) **Reach everyone**
   About 80 percent of our Facebook fans are 25 and older.

3) **Facilitate a national dialogue**
   Every social media asset we’re using didn’t exist for the 2000 Census.

Social Media Implementation Timeline

- **YouTube**
  January 2009

- **Blogs**
  October 2009

- **Flickr**
  December 2009

- **MySpace**
  January 2010

- **Facebook**
  February 2010
Flooding the Zone with Positive Social Media

- Images from the road posted on Facebook
- Road Tour blog posts daily updates for 13 vehicles
- Twitter accounts for each vehicle
- Images viewed thousands of times on Flickr
- Interactive map – multimedia content
Who Connected

Resistant Respondents

Field Staff
Multi-Channel Response

Twitter and Facebook updates posted right after ad runs

If 1% of folks watching #SB44 change mind and mail back #2010Census form, taxpayers save $25 million in follow up costs
… The very fact that an ad appeared about the Census was a big deal, a very smart strategy by the government. There was a lot of buzz generated by the Census ad – and that is not something that happens good and bad - and that is not something that happens every day.”

“… Great to see multiple social channels take front and center in the bureau’s communications plans.”
2010 Census First Results: Visuals

- Developing useful and interactive tools and videos
- Building anticipation

YOUTUBE

- Over 11,000 views during two weeks following launch: 12/9/10 – 12/23/10
- Over 500 clicks as YouTube promoted video

Embedded on sites including:
nytimes.com
washingtonpost.com
npr.org
Results: Media Placements

80 placements: map embed, video embed or links
Facebook Results

Increase of <10k fans, now over 100k

Apportionment Campaign Launch
12/16: 91,460 fans

Surge in Interactions
4/16/10: deadline to return form
12/21/10: apportionment event
Apportionment event tweets from @uscensusbureau retweeted 100+ times

#2010census hashtag used by media and public to report results

Followers up by 33% from 12/20 to 12/22
Post 2010 Census: Where We Are

Social Media Accounts: Facebook, Twitter, Flickr, YouTube, Ustream, and Pinterest

- Successfully built engagement on these sites through @uscensusbureau accounts...

115,000 Followers  26,000 Followers

SOCIAL NETWORKING
The 140 Best Twitter Feeds of 2012

TIME's social media editor Allie Townsend & social media associate Amy Lombard pick the 140 Twitter feeds that are shaping the online conversation in 2012. Let us know what you think of our choices, using hashtag #Twitter140.

NEWS & INFORMATION
U.S. Census Bureau
By ALLIE TOWNSEND   @Allie_Townsend  March 21, 2012

U.S. Census Bureau
@uscensusbureau

Countdown to #1940Census records: Between 1935 & 1940, 15.7 million people in U.S. moved, majority within same state.

16 Mar 12

We know what you're probably thinking: What's so great about Census data? We'll leave the value of the information up for your discussion, but bureau's Twitter feed is extremely active. Not only will they take questions via tweet on data-related requests, but they host Twitter chats, pull out interesting and relevant archive content, all for our perusal.

Follow @TIME & tell us what you think of our list using hashtag #Twitter140
Blogs: Director’s Blog, Random Samplings, Global Reach, Research Matters

A Future Without Key Social and Economic Statistics for the Country
Posted on May 17, 2012

Our country faces important Federal funding challenges linked to the current recession and its aftermath. On the Census Bureau’s part, we have been striving to cut administrative costs, reengineer our survey processes, and find innovative ways to squeeze every cent of taxpayer money we get. This is an important duty, I believe, we have as public servants, and I am proud of the hard work of my Census Bureau colleagues on this score. It is also my duty to inform the country of the impact of budgets on the scope and quality of the nonpartisan statistical information the Census Bureau provides.

This blog post provides information about the implications of the recent budget passed by the House of Representatives.

Memorial Day: A Look at Veterans in America Today
Posted on May 25, 2012

Written By: Melissa Chiu

As we honor those soldiers who have given their lives to their country this Memorial Day, we can also take the opportunity to better understand America’s veterans. The American Community Survey provides a profile of our 21.8 million veterans.

So, who are our veterans in America? U.S. veterans are made up of every gender, race, ethnicity and almost every age group. There were more women veterans in 2010 than twenty years ago; this group has grown by 3 percentage points since 1980 to 1.6 million in 2010. It is important to recognize that women constitute 19 percent of veterans in the age group.
New Tools: USTREAM & Tweet Chats

Join us today @ 2 PM EST for a discussion on the 2010 Small Area Income and Poverty Estimates data release. tiny.cc/skt28 #census

U.S. Census Bureau
We are live. Watch now!

US Census Bureau on Ustream
www.ustream.tv

US Census Bureau @ USTREAM: The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect...

5,359 People Reached · 17 People Talking About This

Like · Comment · Share · December 8, 2011 at 2:00pm

16 people like this.

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
Engaging Audiences

Connecting stories in the news back to Census

Generating interest/involvement before and after a data release

“This Day in History” features

U.S. Census Bureau

Thanks for all your guesses! The projected total United States population on Jan. 1, 2012 is projected to be 312,780,968. This would represent an increase of 2,250,129, or 0.7 percent, from New Year’s Day 2011.

5,968 People Reached · 40 People Talking About This
Like · Comment · Share · December 29, 2011 at 9:09am

25 people like this.

View all 6 comments

Brandon Alexander Lies, it's all aliens. Source: history channel (cue alien music)
December 29, 2011 at 10:44am · Like · 1

Robert Simms This was fun! Thanks!
December 30, 2011 at 12:45am · Like

25 people like this.

View all 7 comments

USA sees 'flattest' growth in population since 1940s
www.usatoday.com

The recession may be officially over, but its impact never begins as the nation sees its most sluggish population growth since the 1940s.

5,923 People Reached · 29 People Talking About This
Like · Comment · Share · December 21, 2011 at 3:42pm

15 people like this.

View all 7 comments

U.S. Census Bureau

Census Bureau statistics show how our nation is changing, providing information on income, population growth and demographic shifts.

5 Findings from 2010 Census on Immigration, Population, Demographic Shifts in U.S. | Moneyland | TIP
moneyland.bme.com

Over the past 10 years, our population growth has slowed, we’ve found it increasingly hard to leave home to start a career, and our salaries have decreased for the first time on record. But, it’s not all bad news. The U.S. Census always provides fascinating data about the state of our country.

5,237 People Reached · 32 People Talking About This
Like · Comment · Share · December 20, 2011 at 7:44am

19 people like this.

View all 4 comments

Deborah Hunter Keeler I LOVE my job at the census bureau......Not only do I have fun at work...I meet interesting
Tomorrow, we begin our 40-day countdown to the release of 1940 Census records from the National Archives. Join us over the next 40 days as we take you back to 1940 with a rich variety of statistics. On April 2, 2012, you will be able to explore records from the 1940 Census (Bookmark: http://1940census.archives.gov/). Want to know what the questionnaire looked like in 1940? See the following link:

Pinterest

First 1940 Facebook post received 96 likes and 42 shares

Multiple user-generated pins of Census content

Washington Post Tweeted Infographic

Pin it button added to promote sharing on Pinterest (fastest growing social media site)
1940 Census Records Release

Retweeted by the White House, 2,809,614 followers

New White House blog post from Director Groves looks at today’s release of #1940Census records from @archivesnews.goo.gl/uEzLV

34 RETWEETS 12 RETWEETS

1940 Census Web Page shown during April 2 NBC Nightly News report

Celebrity Retweet...

@RitaWilson #census helpd u learn abt family history. #UncleSam urself & celebrate #1940Census records go usa.gov/EFh

2 RETWEETS 1 RETWEET

Result of direct tweet highlighting interactive features

Daily New Likes

Feb. 22 countdown begins
April 2: 162 new likes

7 Ways to Experience the 1940 Census

By David Stogos - April 6, 2012
The Census Bureau released the 1940 Census on Monday, following the rule that makes the census available for public...
More Interactive Features

Social Media Icons:
Immediate and easy access to post on social media

COUNTY BUSINESS and DEMOGRAPHICS MAP

U.S. Census Bureau Economic Indicators

Manufacturers’ Goods
November 2011 Report
Released 10:00 AM EST, 1/4/12
$459.2 B
New Orders
1.8%

Construction Spending
November 2011 Report
Released 10:00 AM EST, 1/3/12
$807.1 B
1.2%

New Residential Sales
November 2011 Report
Released 10:00 AM EST, 12/23/11
315,000
Single-family houses
1.6%

Advance Report Durable Goods
November 2011 Report
Released 8:30 AM EST, 12/23/11
$207.0 B
Mfd. durable goods
3.8%

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
Social Media

- Twitter
  - #HowDoWeKnow is used to update census followers and the “twitter-sphere” about new and relevant content

- Pinterest
  - All new content that can be, “pinned” will be posted on the Census Bureau’s How Do We Know board
Social Media Expansion: Where We Are Going

- New Strategic Concept: Engagement Cycle
- Tumblr, DISQUS (content sharing)
- Slideshare, Pinterest (visualizations)
- Mobile Apps with social functionality
Questions?