How we do social media at Stats NZ

Facebook
https://www.facebook.com/StatisticsNZ/

Twitter
@Stats_NZ

@GovStatistician

Instagram
statistics_nz

Monitoring
Hootsuite

Weekend monitoring

During weekends and on public holidays, members from both teams take turns monitoring Twitter and Facebook.

After hours monitoring schedule:

> *[Redacted – s9(2)(a)]*

Check Hootsuite a couple of times a day.

1. Hide any Facebook comments that use offensive language or attack other followers. Facebook automatically hides comments using some offensive words.
2. Don't reply to routine questions or comments – leave these to follow up the next working day.
3. Refer any highly contentious or reputational attacks to Lindsay.

Doing a Facebook post

The people

Strategic communications and marketing team members contribute ideas and take turns at executing them.

[Redacted – s9(2)(a)] does almost all the graphic design, and most of the posting, monitoring and replying. She's a superhero. ☺

Members from both teams take turns monitoring at the weekend.

The process

1. Discuss ideas at weekly meetings.
2. Comms/marketing team members take responsibility for co-ordinating posts.
3. A comms/marketing team member asks a subject team manager for data or finds data on the Stats website or Infoshare. It's important to check with managers first so they can assign work to their teams.
4. Decide on the data to be graphed or illustrated. What's the data story?
5. Write a heading for the graph.
6. Write short text for the Facebook post – include any links to Stats web pages.
7. Email the data spreadsheet or numbers to Amanda for graphing/illustrating. Copy in the subject expert.
8. Check [*Redacted – s9(2)(a)]* graphic with the subject expert.
9. Ask the subject expert for any answers to questions you think the post might get.
10. Monitor comments on the post.
11. Ask/confirm with the subject expert the answers to any questions, and reply to the comments.

Where to find data

Infoshare

Infocentre people

Visuals

We use a mix of graphics (usually by [*Redacted – s9(2)(a)]*), graphs and photos.

Adobe Stock

Mychillybin

Content

1. ~90% of posts are about everyday topics for ordinary New Zealanders. The other ~10% could be geekier, worthier or for corporate purposes (eg recruitment).
2. Keep things simple – single ideas/prices work very well.
3. The more topical, the better the post does.
4. Popular topics include:
   a. Food prices
   b. Topical issues
5. Posts should always use data, usually from Stats NZ. If in doubt, ask: Are we using data to inform a debate or topic?

Post guidelines

1. Include a visual, with a minimum of text.
2. Keep post text as short as possible.
3. Tag other organisations/agencies where relevant.
4. Use relevant hashtags.
5. Always check data and final post with an SMA before posting.