



Statistical Capacity Building (StatCaB) Programme  
[2019-STATCAB-63001]

'Effective Written Communication Techniques'  
INSTAT of Albania  
18-19 March 2019



# Day 2| Session 5

## Effective Communication through Social Media



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- **SOCIAL MEDIA STRATEGY**
- **HOW TO WRITE USER-FRIENDLY CONTENT**
- **TIPS FOR PICKING THE RIGHT SOCIAL MEDIA PLATFORM**
- **DO'S OF SOCIAL MEDIA**
- **DON'TS OF SOCIAL MEDIA**
- **DOSM STATISTICAL COMMUNICATION**
- **INSTITUTI I STATISTIKAVE STATISTICAL COMMUNICATION**

# SOCIAL MEDIA STRATEGY

## WHAT DIFFERENTIATES YOU?



- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story



## HOW WILL YOU EXECUTE?

- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?

## WHO IS YOUR CUSTOMER?



- What age bracket?
- Gender?
- Location?
- College degree?



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FACEBOOK.COM/  
SOCIALMEDIAONLINECLASS



## WHERE IS YOUR AUDIENCE?

- Are they online?
- Where do they shop?
- Belong to associations?
- Publications they read?

## WHAT ARE YOUR GOALS?



- Establish your brand?
- Increase visibility?
- Generate traffic to website?
- Grow sales & revenue?



## WHEN WILL YOU COMMUNICATE?

- What social networks?
- How often will you post?
- Will you blog?
- Will you use visuals/video?

# How to Write User-Friendly Content

- Use the words your users use.
- Chunk your content.
- Front-load the important information.
- Use pronouns.
- Use active voice.
- Use short sentences and paragraphs.
- Use bullets and numbered lists.
- Use clear headlines and subheads.
- Use images, diagrams, or multimedia to visually represent ideas in the content.
- Use white space.



Source: <https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>



# Tips for Picking the Right Social Media Platform

1. Understand the purpose of each social platform
2. The numbers don't lie
3. Where are your competitors?
4. Consistency is key to being memorable
5. Do not push the same content on all platforms.



Source: <https://www.clearvoice.com/blog/5-tips-for-picking-right-social-media-platform-for-your-business/>

# Identify the Strength of Each Social Network

## Twitter

Allows to post breaking news, important messages, announcement and other up-to-date information.

## Facebook

Facebook works well for lead generation, advertising, Building relationships with customers and just about anything can be posted on Facebook, from images to videos and textual content.

## Pinterest

If you sell any type of product, Pinterest is a social network you need to be on. Promoted pins allow you to target specific types of users and link directly to your shop or product pages.

## Instagram

Instagram is a graphics-heavy social network and has a younger audience. If you're in retail, beauty, food or art, this platform will work very well for your business.

## YouTube

YouTube is ideal for businesses that can offer DIY videos, tutorials and educational information

Souce: <https://socialmediaexplorer.com/social-media-marketing/how-to-choose-the-right-social-media-platform-for-your-business/>










Who is your audience?

How can you reach them?

What are your goals?

# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	Ages 25-54 60% Female	Ages 18-29	Ages 18-35 80% Female	All ages	Ages 30-49	Ages 18-29	Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

# Which Social Media Platform is Right For Your Business?



## FACEBOOK

- Facebook is still, far and away, the most popular social media platform
- It boasts 1.79 billion worldwide users
- 73% of the US adult population
- The most evenly-distributed demographics of any platform
- 1.66 billion mobile active users



## TWITTER

- Despite being arguably the second-most recognized platform out there, Twitter is fourth in usage
- 230 million monthly active users
- Delivers 1 billion unique visitors to websites via embedded links



## INSTAGRAM

- 400 million active users a month
- Instagram user base is skewed towards a younger demographic
- Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- 40 million photos are shared on Instagram everyday from a user based that is 75% outside the U.S.

### SOURCES:

<http://blog.wishpond.com/>

<http://mediakix.com>

<https://zephoria.com>

wishpond



# What's the Difference between Facebook and Twitter

- Facebook networks People while Twitter networks ideas and topics.
- Facebook allows you to write a book. Twitter limits to 140 characters per tweet.
- Facebook and Twitter allow the use of hashtags to group ideas / topics. Facebook incorporated this ideas patterned after Twitter.
- Facebook allowing more options is considered more difficult to use than Twitter.
- Facebook allows likes and friends while Twitter's call to action is to follow.
- Inside of Facebook you will Like or Share something. Yet inside of Twitter you will ReTweet or Favourite Something.
- You can find your old elementary friends or high school love interest on Facebook. On Twitter you can find the latest topic trending – like the Oscars, News, Celebrity Stories and more.



Source: <https://webtegrity.com/our-blog/social-media-marketing/whats-difference-between-facebook-and-twitter/>

# facebook

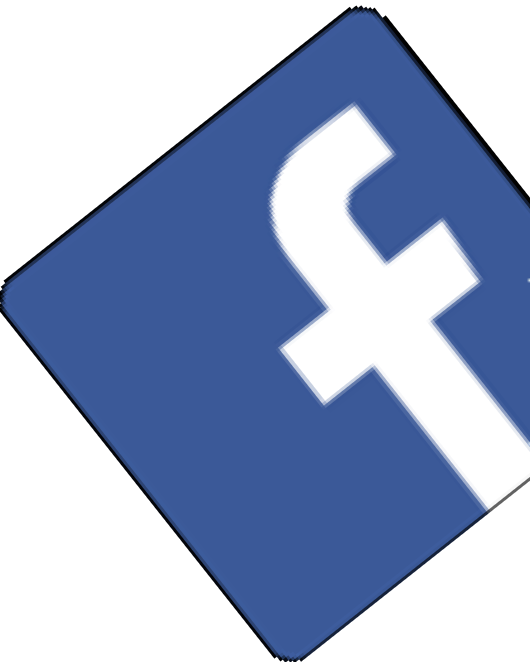
- 1.15 billion users.
- Post length is unlimited.
- Available in 70 languages.
- Involved in Controversies
- Mainly used for connecting family and friends

# twitter

- Over 500 million users.
- Post length is limited
- Available in 29 languages
- Twitter has not been involved in major Controversies.
- Reach far beyond your inner circles of friends.

# FACEBOOK VERSUS INSTAGRAM

Facebook	Instagram
Facebook is a general social networking platform.	Instagram is a mobile-centric photo-sharing app.
It is a closed-knit community of people who know each other.	It lets you build and join communities that share your common interest.
Facebook excels in terms of active monthly users.	Instagram has relatively less active monthly users.
It makes the most out of both mobile and web versions of Facebook.	It's best optimized for mobile users.
Brand awareness is less effective than Instagram.	It is better at creating brand awareness than Facebook.



Difference Between .net



- Do know your audience:
- Do set (and understand) your goals for metrics and traffic:
- Do use it for more than just marketing:
- Do pay attention to new tools, features, and product implementations
- Do customize repurposed posts
- Do research SEO and how each platform uses keywords
- Do engage effectively, post frequently and celebrate your customers
- Do publish all reviews
- Do effectively grow your follower base
- Do share a variety of content and media
- Do start the conversation
- Do offer value for every post
- Do be present & current
- Do put some thought into it
- Do keep up to date with the latest trends
- Do get the most out of your content



- Don't delete negative comments:
- Don't rely on just automation:
- Don't promote sales & ignore interactions
- Don't ignore customer comments & posts on your profiles
- Don't sacrifice quality over quantity
- Don't cross the line
- Don't talk politics.
- Don't disrespect a follower or client on social media.
- Don't overdo it
- Don't let your profile be a channel that floods your follower's timeline
- Don't ignore a bad review, solve the problem if possible
- Don't forget to check and double-check
- Don't start and stop your social media publishing schedule
- Don't confuse personal and company social media profiles and pages
- Don't post the same exact posts on all social media.
- Don't oversell



# 9 MISTAKES BUSINESSES MAKE on Social Media



## 1. FOCUSING ON THE QUANTITY OF FOLLOWERS, NOT THE QUALITY.

It's all well and good having hundreds of followers, but they're not much use if they're not interested in your business. 60% of people share product posts on Facebook, so you need to find people interested in yours.



## 3. NOT CONVERTING FOLLOWERS INTO PAID CUSTOMERS.

Conversions are very important for business users. Having thousands of people share your posts is good, but you're not going to benefit from that unless they make a purchase. Only 12% of people who see products advertised on social media will go on to make a purchase. For that reason, you need to make sure your posts are as eye-catching as possible.



## 2. NOT POSTING ENGAGING CONTENT REGULARLY.

Status updates should be used to say something interesting. Something people can engage with. Some 176 million people buy products online each year, so you just need to get their attention.



## 4. FOCUSING ON TOO MANY SOCIAL MEDIA CHANNELS.

Unless you employ someone to deal specifically with your online efforts, you don't want to spread yourself too thin. Facebook has 1.23 billion users at the current time, so that is where you should focus most of your efforts.



## 5. HAVING NO 'BRAND PERSONALITY'

If people think that your posts are too generic and boring, they are less likely to make a purchase. You need to ensure you personalise every status update you publish. For that, you could do with a dedicated social media manager. At the moment, only 22% of companies have one.

## 7. DOING EVERYTHING MANUALLY.

Posting all your updates manually is going to take a long time. There are lots of programs and websites out there that allow you to manage everything from within one screen. You can schedule posts and deal with engagements that way. Around 18% of business social media pages are now run this way.

## 8. BROADCASTING THE SAME MESSAGE ACROSS ALL CHANNELS.

Even if you want to promote the same product across all your social media accounts, it is a good idea for you to mix things up a little. That is because a certain section of your audience might follow you on multiple sites.



## 6. SPAMMING

The last thing you want to do is spam your audience. If people start to think you're posting too many 'salesy' updates, they will simply stop viewing your page. Spam accounts for around 14.5 billion messages sent on social media every day.

## 9. NOT HAVING A STRATEGY AT ALL.

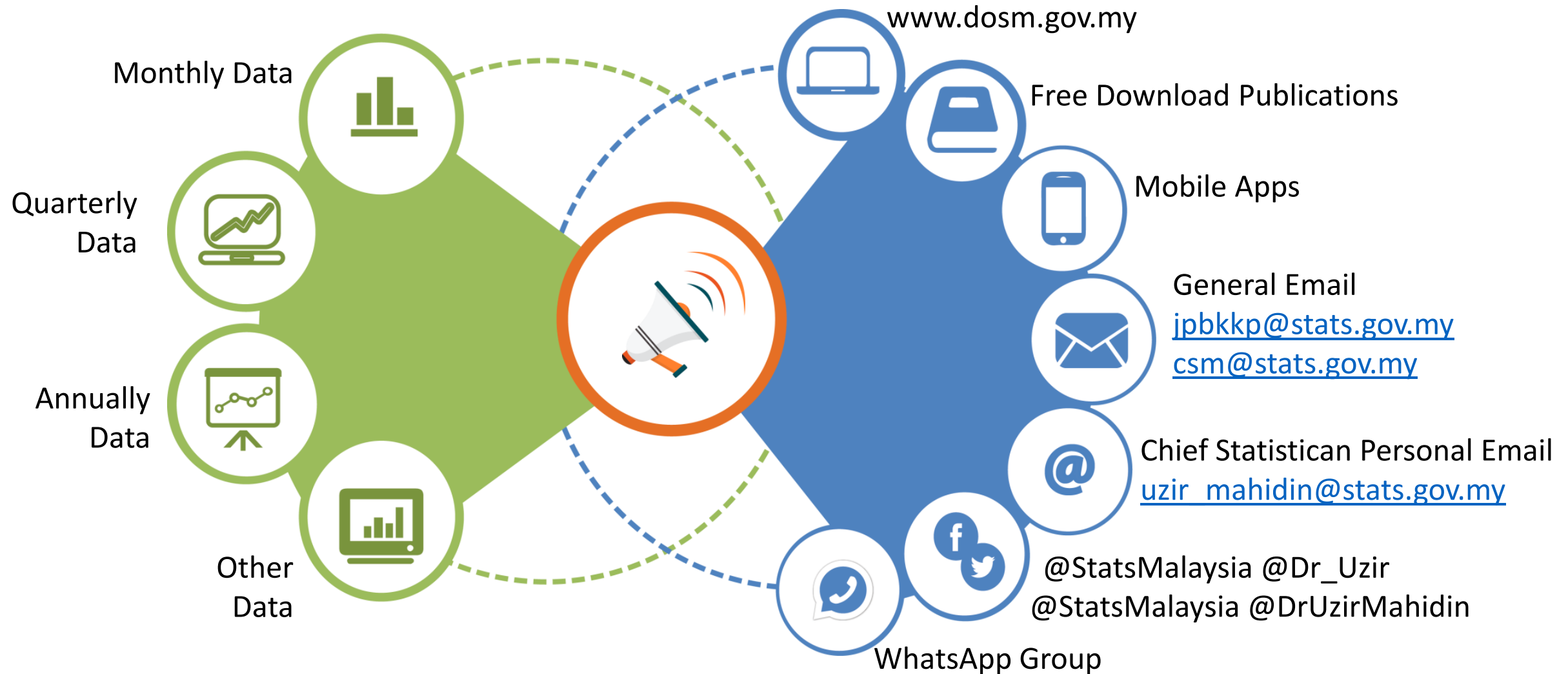
Blindly trying to do the right thing on social networks is not a good idea. You need a strong strategy that has been carefully created. 53% of businesses are currently using social media to grow their customer base. 90% of them will have a planned strategy.

Anyone who owns and runs a business should already understand the importance of an effective social media campaign. Even so, there are a lot of businesses out there who get it wrong. While there is a lot of information online about the best ways to tackle social media, we see a lot of folks using the wrong tactics. For that reason, we're going to highlight some of the most common mistakes made in this infographic. Hopefully, taking a look will help you to avoid following suit.

Sources:

<http://theodyssey.com/99-new-social-media-stats-for-2014/>  
<http://www.theguardian.com/technology/2014/may/04/facebook-10-years-mark-zuckerberg>  
<http://www.spamtimes.com/spam-rpts.html>  
<http://blog.bufferapp.com/social-media-automation-guide>  
<http://www.convinceandconvert.com/social-media-research/10-shocking-new-social-media-statistics-in-america/>







## DEPARTMENT OF STATISTICS MALAYSIA, OFFICIAL PORTAL

The Source of Malaysia's Official Statistics

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(For DOSM Staff only)

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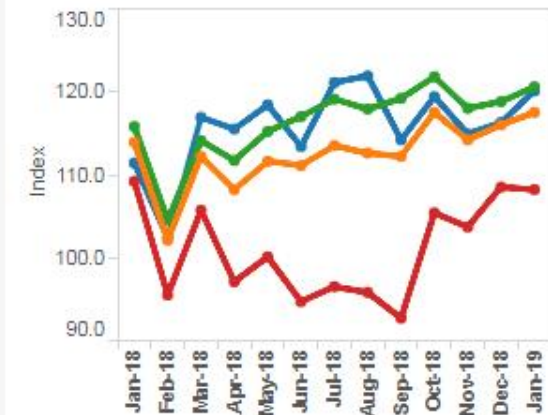
### STATS WEBMAIL



### KEY INDICATORS

### STATISTICS BY THEMES

#### Industrial Production Index [2015=100]



Highlight

Online Services

Procurement



**Wholesale & Retail Trade Census 2019**  
"Data Drives Business"  
March - September 2019

WRC 2019





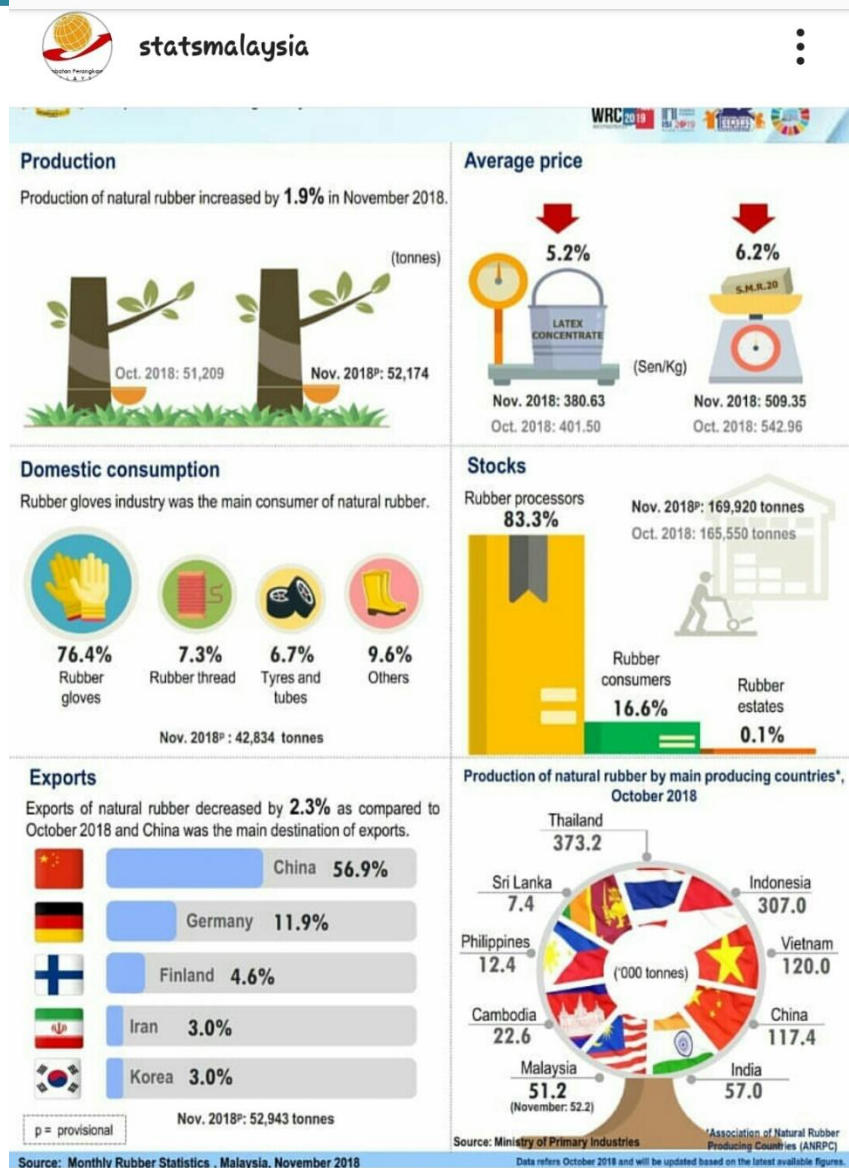
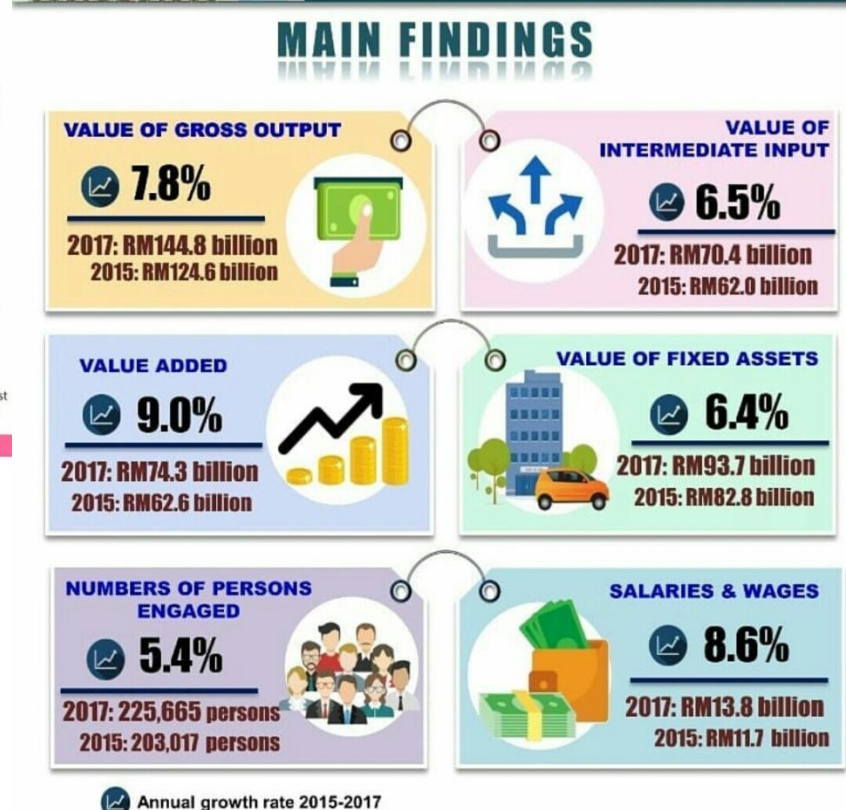
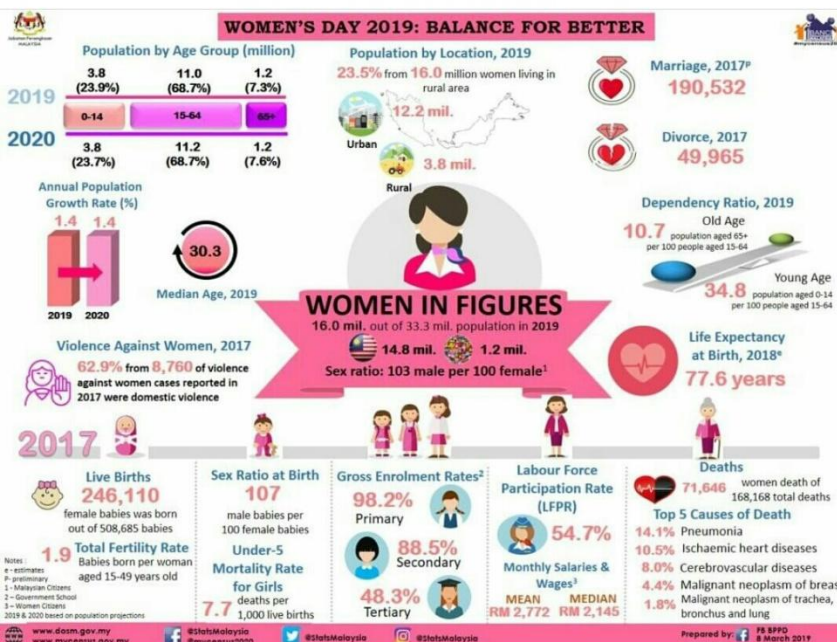
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DOSM @StatsMalaysia · 7 Mar

The value of gross output rose 5.7 per cent per annum to RM 1,275.8 billion in 2017 as compared to 2015.



DOSM @StatsMalaysia · 8 Mar

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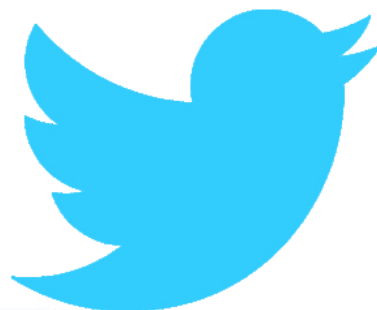
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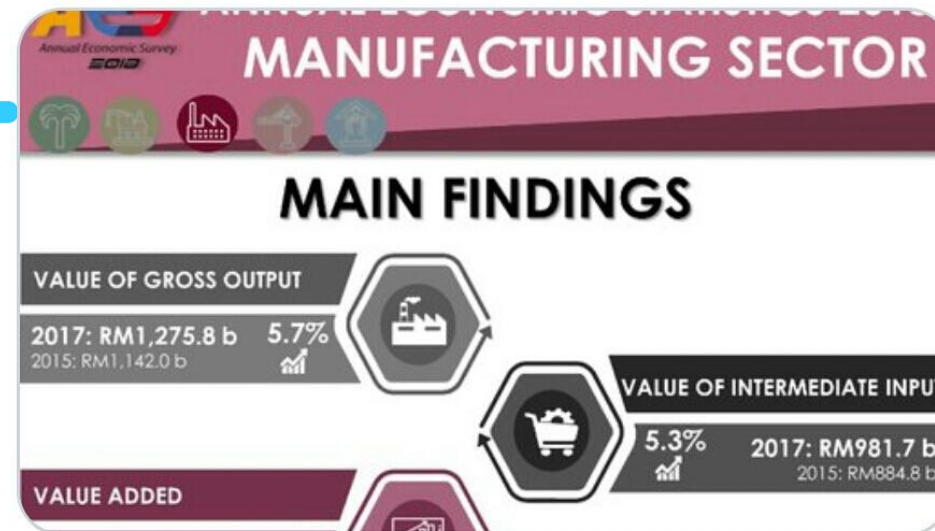
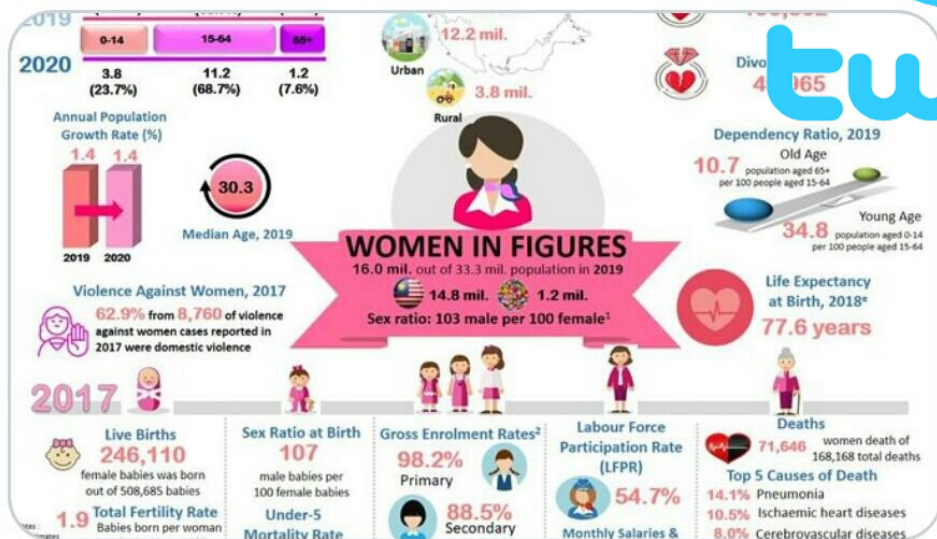
#MyRetailCensus2019

#MyCensus2020

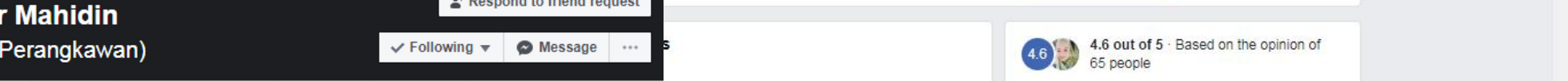
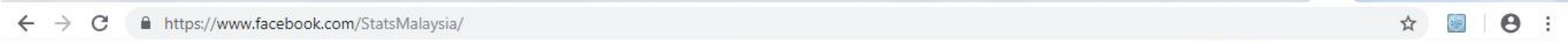
#SIWSC2019



twitter



facebook





facebook



DrUzir Mahidin

14 March at 12:01 · 🌐

Today's Statistics by DOSM at 12.00pm,  
14th March 2019 (Release Series 048/2019):

•In the first month of 2019, sales of Wholesale & Retail Trade expanded 7.8 per cent compared to January 2018. Retail Trade sub-sector continued to be the main driver with 10.6 per cent year-on-year growth.... See more



Department of Statistics Malaysia  
<https://www.dosm.gov.my>

f t i y @StatsMalaysia



### SALES VALUE OF WHOLESALE & RETAIL TRADE, JANUARY 2019

Sales value stood at RM108.9 billion in  
January 2019

### Performance by Sub-sector

7.8%

January  
2019

8.0%

December  
2018

8.6%

November  
2018

#### Wholesale Trade

January 2019: RM52.9b ▲ 6.2%

December 2018: RM52.7b ▲ 6.7%



#### Retail Trade

January 2019: RM43.9b ▲ 10.6%

December 2018: RM44.7b ▲ 12.4%



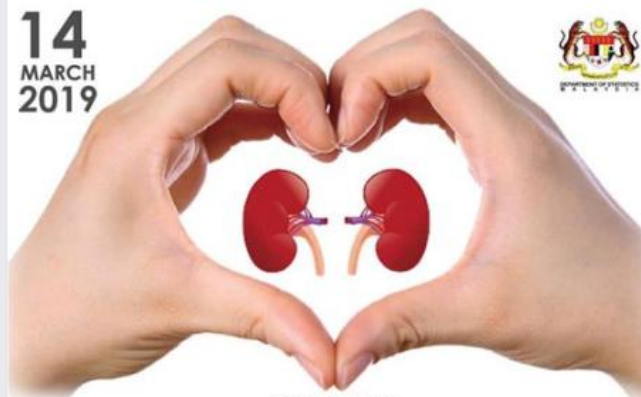
#### Motor Vehicles

January 2019 : RM12.2b ▲ 4.8%



DrUzir Mahidin

14 March at 10:54 · 🌐

14  
MARCH  
2019

## WORLD KIDNEY DAY

In 2017,  
Number of Discharges Renal Failure

4,711 Acute Renal Failure	23,956 Chronic Renal Failure	882 Unspecified Renal Failure
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Source: Health Indicators 2018, Ministry of Health Malaysia



DrUzir Mahidin

14 March at 10:51 · 🌐

Tahniah dan syabas diucapkan kepada pelajar SPM 2018. Semoga pencapaian yang diperoleh hari ini menjadi pendorong untuk kejayaan pada masa hadapan.

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#SDG

#LeaveNoOneBehind... See more

DEPARTMENT OF STATISTICS  
MALAYSIA

DrUzir Mahidin

14 March at 10:54 · 🌐



DrUzir Mahidin

13 March at 17:17 · 🌐

DOSM will be releasing its Industrial Production Index (IPI) for January 2019 and Monthly Manufacturing Statistics (MMS) for January 2019 on 14th March 2019 at 12.00 pm.



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On Malaysia's 47th anniversary



3:16



5:36



3:58



3:48



11:40 AM  
19/3/2019



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## Statistikat sipas temave



Ekonomi dhe Financë



Treguesit Demografikë dhe Socialë



Bujqësia dhe Peshkimi



Kushtet Sociale



Industria, Tregtia dhe Shërbimet



Tregu i Punës dhe Arsimi



Tregtia e Jashtme



Statistikat e Përgjithshme dhe Rajonale



Shkencë, Teknologji dhe Shoqëria Dixhitale



Mjedisi dhe Energjia



Çmimet



Censet

## Kalendari i publikimeve

Statistikat e planifikuara sipas datës dhe fushës.



[Hap kalendarin](#)

## Databaza statistikore

Gjeneroni tabela nga të dhënat statistikore.



[Hap databazën](#)

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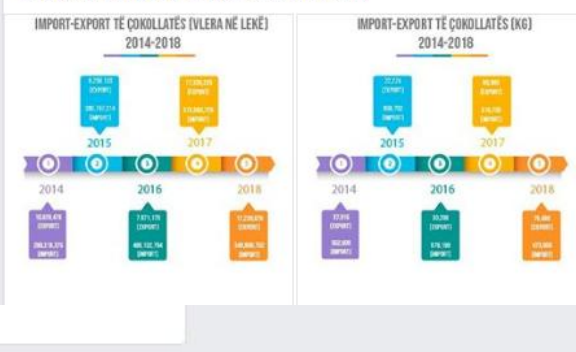
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