Driving statistical literacy via social media

Actions by the Australian Bureau of Statistics
How to...

- Increase impressions by 27%
- Increase engagement by 142%
- Increase follower numbers by 30% in 2 years
2018 audit – findings

Traits of popular posts:
• Informative
• Contextual/relatable
• Simple

Opportunity to improve:
• Consistency
• Authoritativeness
2018 Audit before and after

Before

- Informative
- Contextual
- Simple
- Consistent style

After

Across all platforms:
Impressions **up 27%**
Engagement **up 142%**
Follower numbers 2018-2020

- **2018** – 186,000
  - +13%
- **2019** – 210,000
  - +15%
- **2020** – 240,000
  - +12%
- **Sept 2021** – 271,000
Case study: Pokémon Day

Happy Pokémon Day
Population of Australia vs total Pokémon GO downloads

Australian population  Pokémon GO trainers

25.7 Million  1 Billion

Source: ABS. National, State and Territory Population, June 2020
www.businessofapps.com/data/pokemon-go-statistics/#4

Australian Bureau of Statistics
Published by Nuvi Publish 27 February

There are about 40x as many #PokemonGO trainers in the world as there are people in Australia 🌎 #GottaCatchEmAll #Pokemon

Edit

559 likes 279 comments 385 shares
Case study: Moon landing anniversary

Population on 20 July 1969

- Australia: 12,278,688
- Moon: 2

Source: ABS, Australian Historical Population Statistics, (cat. no. 3105.6.65.001) 2016

On 20 July 1969 there were 12.3 million people in Australia, compared to just 2 on the moon 😳

948 likes 83 comments 273 shares
Case study: Edgar Allan Poe’s birthday

Quoth the Raven: “One in four”

Dreaming of stats, one day while napping,
I heard at my window, a raven tapping.

I wondered, how many Aussies were born offshore?
Quoth the Raven “One in four”

And how many were active in a volunteer corps?
Quoth the Raven “One in four”

How many live in Victoria, I implore?
Quoth the Raven “One in four”

And how many have a Uni qualification in their drawer?
Quoth the Raven “One in four”

And should statisticians write more poetry, henceforth?
Quoth the Raven “Nevermore”

Note: 1 in 4 people aged 15+ has a university degree, graduate certificate or graduate diploma. 1 in 4 aged 15+ volunteered in 2019.
General Social Survey: Summary Results, Australia, 2019.
Case study: Star Wars

May the Labour Force be with you
Star Wars characters in real-life occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Officer</td>
<td>16,690</td>
</tr>
<tr>
<td>Minister of Religion</td>
<td>8,000</td>
</tr>
<tr>
<td>Aboard Pilot</td>
<td>7,450</td>
</tr>
<tr>
<td>Debt Collector</td>
<td>1,770</td>
</tr>
<tr>
<td>Aircraft Engineer - Mechanical</td>
<td>1,540</td>
</tr>
<tr>
<td>Translator</td>
<td>1,150</td>
</tr>
<tr>
<td>Defence Force Senior Officer</td>
<td>39,860</td>
</tr>
</tbody>
</table>

Images sourced from clipart.email
Source: ABS, Census of Population and Housing, 2016

Australian Bureau of Statistics
4 May 2020

#MayThe4thBeWithYou⭐️)Math Which occupation would your favourite Star Wars character work in if they lived among us? Comment below👇

#MayThe4th #MayThe4thBeWithYou #StarWarsDay

Edit

293 57 comments 111 shares
Case study: Lord of the Rings

These Two Tower over the Hobbit
Average height of Australians vs Hobbits

Note: Based on average height of Australians aged 18+. Average Hobbit height based on assumed normal distribution of sourced Hobbit height range of 2-4 feet (61-122cm).


It’s #HobbitDay. Curious to see how you measure up next to a Hobbit? The average height of an Australian woman is 161cm and 175cm for a man. This is more than double the size of a small Hobbit, which, according to J.R.R. Tolkien, range between 2-4 feet tall (61-122cm).

#AverageHeight #LOTR #Hobbit #Halfling #TheTwoTowers
Case study: Love Note Day

Roses are red
Grass is green
You're three standard deviations above the mean
Audience feedback

sarebare85 You guys are the best 🤗
7w  3 likes  Reply

georgjar @stephaloe_ this is my favourite account

indyea @linda_nixon LOVE a topical post

judithaldor @shaigy123 this is the kind of content I subscribe for 😁

Catalina Patonez
This is the best thing your team has ever done (and there has been some gold over the years!) I’ve been following you since before the 2016 Census I think...

thelmaejiogu Loving these stats 😊

_reply_
dan.iei honestly god bless the @absstats account admin. i never knew how much i needed this information but i’m glad i have it 😊
Our favourite comments

@llewstevens

dunk after dunk, jam after jam

Replying to @ABSStats

love stats

absolutely fiending for some more stats

11:42 AM · Dec 24, 2019 · Twitter Web App
Thank you and please give us a follow!

@absstats
@absstats
@absstats
linkedin.com/in/heatherlansdowne

Australian Bureau of Statistics