





**Background**

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Since statistics clearly cannot exist unless they are disseminated, we must ensure their disclosure as well as universal access (available to all at no cost) to timely and transparent information.

It is not enough to offer the information free of charge: its access and use must be promoted. One way of democratizing access is through the use of ICTs and the new dissemination channels.

## What to do?

Today, it is the user who decides when, where, how and what to consume. This new form of communication has taken us from data dissemination based on a communication strategy to data dissemination based on a marketing strategy.

Knowing our technological environment

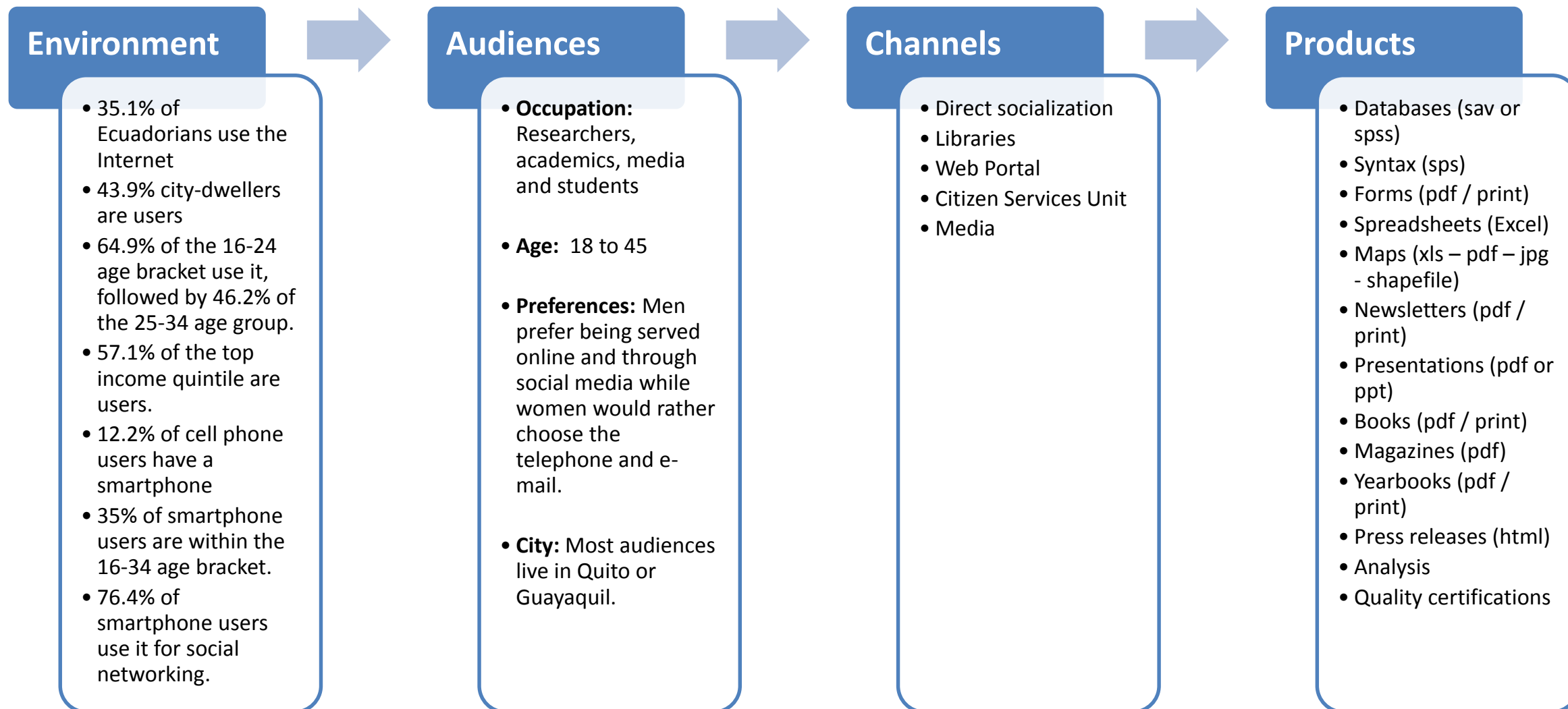
Knowing our audiences

Knowing the potential of our channels

Knowing our products

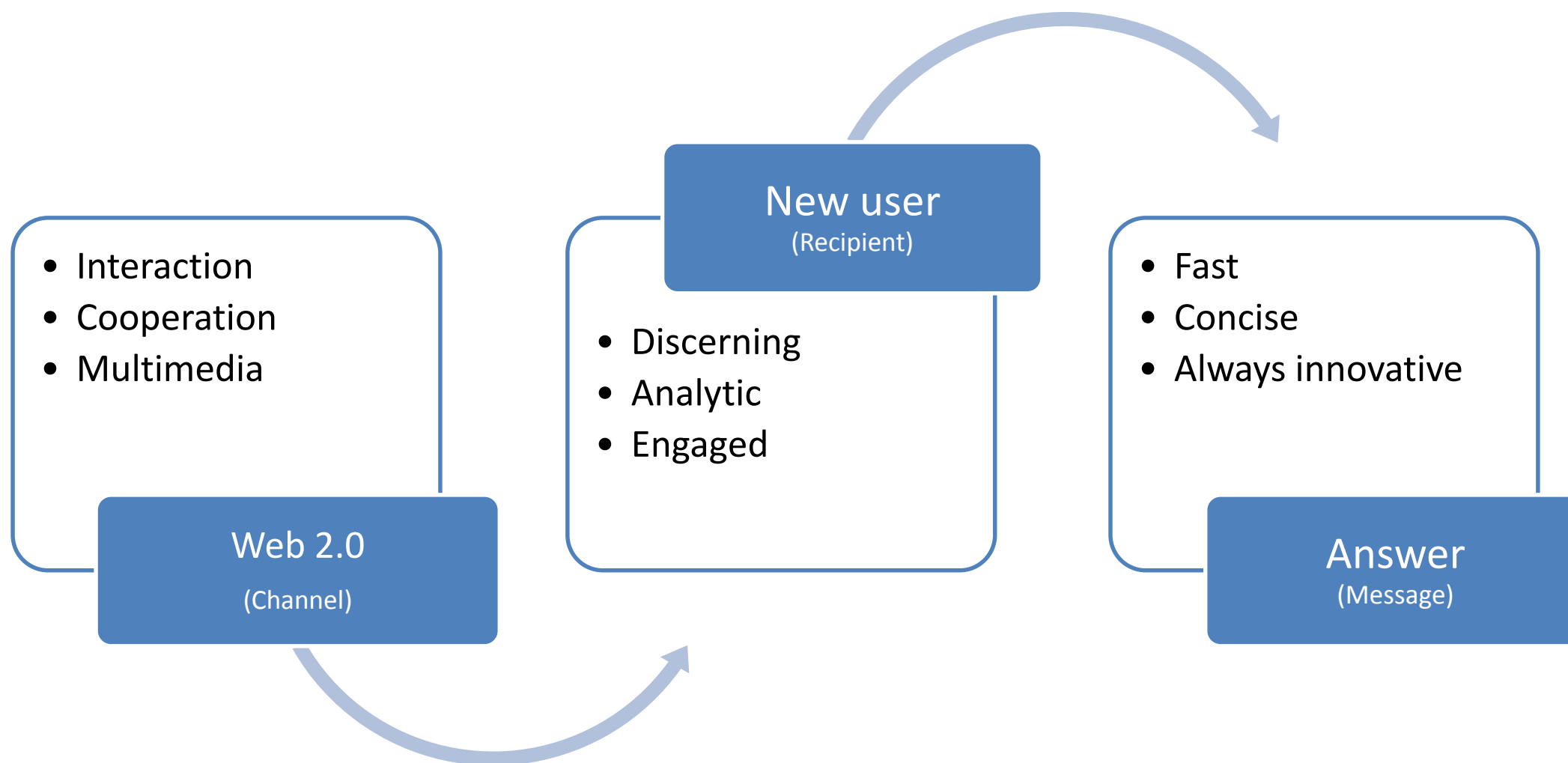


# Analysis 2009 - 2010



## As communication evolves, information generators must evolve accordingly

Web 2.0 channels allow for continuous interaction and feedback. These new channels helped create a new kind of user.















**Action**



## Web 2.0 channels

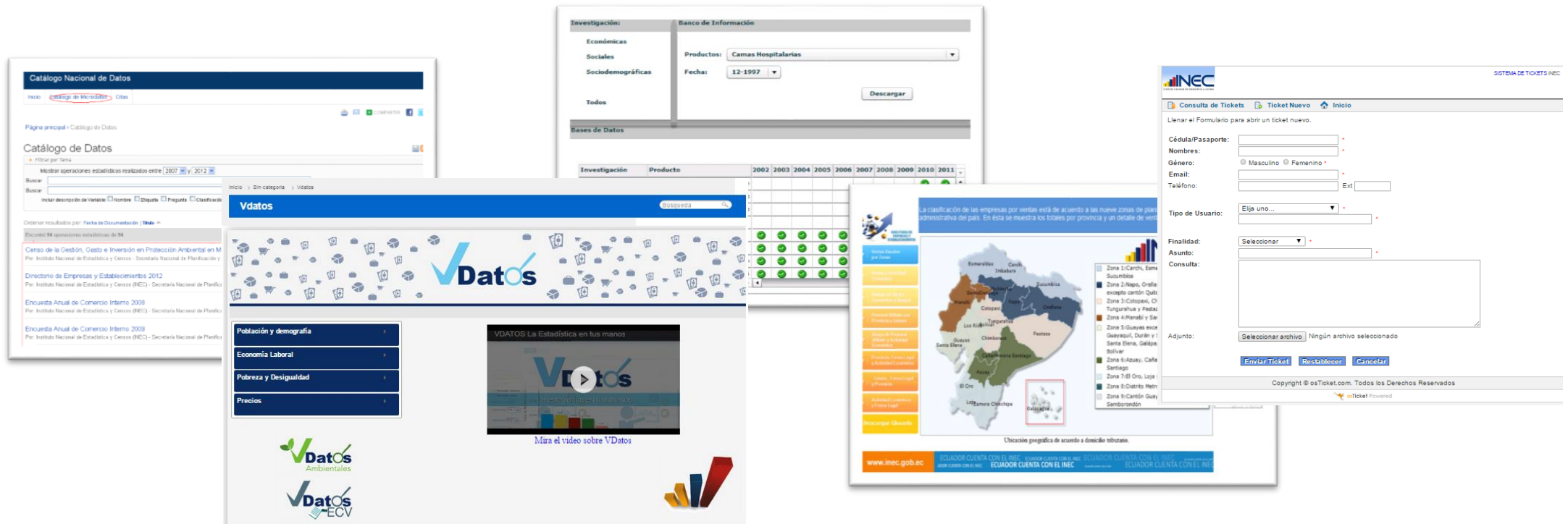
| SOCIAL MEDIA  | Date created     | Main statistics                   | Secondary statistics             | Target   | Objective  |
|---|------------------|-----------------------------------|----------------------------------|--|--|
|    | Enhanced in 2009 | An average of 70,000 monthly hits | 300 monthly hits in 2007         | 66% of users are between 18 and 35 years of age. 61% are men, 39% women. 71% visit the site for studying or research purposes. 35% visit the website more than five times a month. | Although it is not a social media, our portal has become a web 2.0 channel. It is our main repository of all INEC surveys and figures and is accompanied by the methodologies, forms and syntax used by the institute. |
|    | March 2010       | 75,162 followers                  | Grows by 16,000 followers a year | Journalists, opinion leaders and students aged 24 to 35.   | This social media enables us to keep in direct contact with our main users. It has become a channel for quick and simple answers.  |
|    | November 2009    | 27,714 fans                       | 4,500 new fans annually          | Persons 18 to 24 years of age, 56% female. 74% fans are from Ecuador, followed by Nigeria, Costa Rica and Canada.  | This forum enables us to reach users who do not have Twitter besides allowing us to give messages with greater detail and explanations.  |
|   | April 2010       | 3,647 photos                      | 246,357 views                    |  | This site was mostly created to show images of the institutional work of INEC. We are in the process of redesigning it.  |
|  | June 2010        | 368 videos                        | 54,448 reproductions             | 54.1% Youtube users are men and 45.9% women  | This social media enables us to explain in a educational way the figures compiled and the work done by INEC. It is used to support other social media.   |
|  | January 2015     | 78 followers                      | 12 photos                        |  | The site was created to give a graphic image of the work done by INEC, and we continue looking for the best way to use it.   |
|  | January 2015     | 26 members                        |                                  | Journalists  | The site enables us to quickly and directly contact journalists as situations emerge.  |
|  | April 2014       | 18 posts                          |                                  |  | The site was created as a way of positioning our social media within the search engines and have a stronger presence online. The blog is designed to release different types of statistical information.               |



# Action



**Portals:** Applications were created for [www.ecuadorencifras.gob.ec](http://www.ecuadorencifras.gob.ec) such as the Information Bank (containing the databases, methodologies and syntax of surveys), the National Archive of Statistical Data and Metadata, the business directory and Vdata display, as well as an online system for information requests.





**Social Media:** New ways of sending messages were implemented to obtain viral outreach. They include computer graphics, images, information on commemorative events and trivia.



**Videos**



**Did you know?**



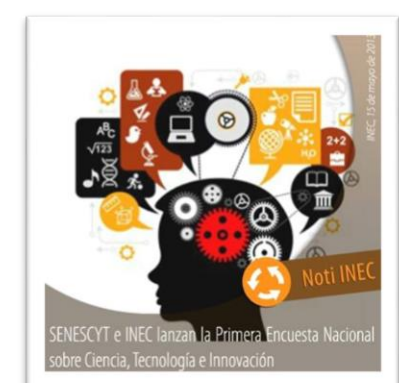
**TODAY in figures...**



**1-2-3... More figures**



**INEC News**



Network information is divided into nine segments: Conoce Ecuador (About Ecuador), INEC Verde (Green INEC), Hoy en Cifras (Today in figures), Noti INEC (INEC News), Sabías que (Did you know?), 123 más cifras (1-2-3, More Figures), cifras del día (Daily figures), Población (Population), Vocabulario estadístico (Statistical terminology).

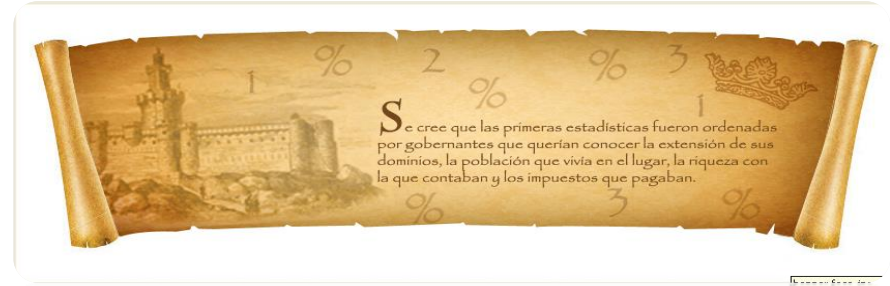
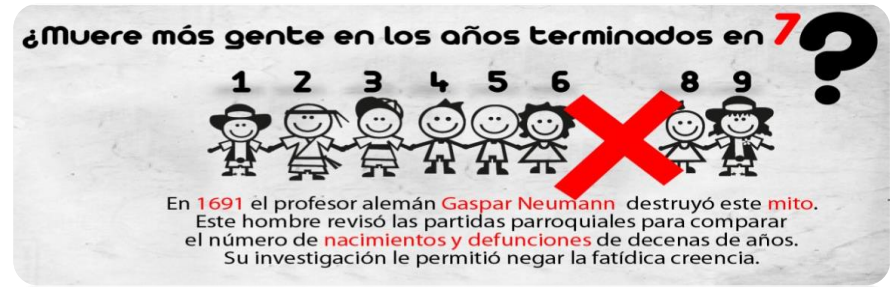
A diagnosis is in place to characterize social media users in order to establish concrete steps to be taken for branding purposes. A user manual was also developed as a guide to social media.



Micrographics were incorporated and well-received by the public. They were among the information having the greatest coverage on social media.



The project was first developed to create cover pages in the FB with historical data about statistics, but was later expanded to include fun facts or trivia.



## Type of videos released on Youtube

- **Explanatory:** detailing in an educational way the concepts and methodologies used by INEC and the way to read its surveys



- **Figures:** disseminating key figures of a survey



- **Testimonial:** Internal or external public speak about the figures or the work done by INEC



- **Institutional:** About INEC's mandate and achievements





## Campaigns using ICTs

1. Population, Housing and Economic Census
2. INEC goes to School
3. INEC goes to University

Besides visiting 80,000 children since the inception of the program two years ago, INEC has created a website for children featuring games, an atlas and songs.



A dedicated website with its own social media was created for each census. Also, the three Internet operators in the country sent **complimentary** messages to users one week before the census.

INEC visited universities throughout the country teaching the importance of statistics in daily life with the assistance of a website and blog describing the journey.





## Results





## **Result:**

Thanks to all this, we can speak of the following achievements:

- 1) Reducing misinterpretation or erroneous readings of data.
- 2) Accelerating information delivery.
- 3) Being a direct source of information.
- 4) Being the nation's statistical benchmark.

**This communication strategy definitely triggered the 481% growth rate of the media impact, which went from a monthly average of 74 hits in 2007 to 430 in 2015 (to date).**

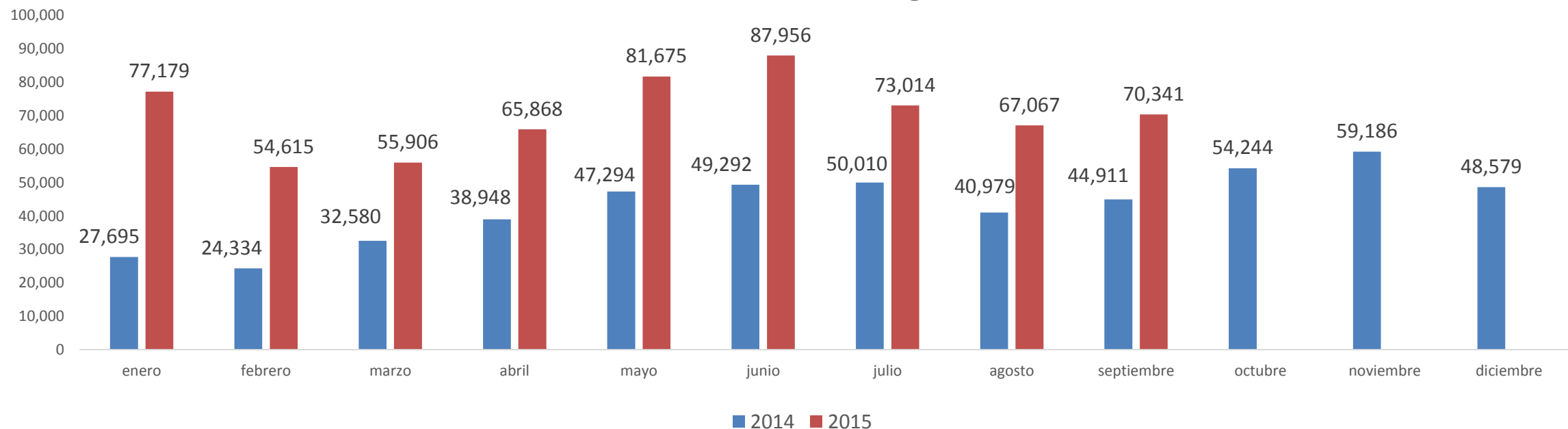


## www.ecuadorencifras.gob.ec

Our portal went from 300 to an average of **70,000 monthly hits**.

| www.ecuadorencifras.gob.ec |        |         |         |         |         |        |        |
|----------------------------|--------|---------|---------|---------|---------|--------|--------|
|                            | 2009   | 2010    | 2011    | 2012    | 2013    | 2014   | 2015   |
| January                    | 40.062 | 59.206  | 41.681  | 96.696  | 113.548 | 27.695 | 77.179 |
| February                   | 34.943 | 51.384  | 41.629  | 89.868  | 88.315  | 24.334 | 54.615 |
| March                      | 42.769 | 68.460  | 46.621  | 45.694  | 99.702  | 32.580 | 55.906 |
| April                      | 45.601 | 69.647  | 49.773  | 48.169  | 118.614 | 38.948 | 65.868 |
| May                        | 49.633 | 72.624  | 53.621  | 90.906  | 126.438 | 47.294 | 81.675 |
| June                       | 46.512 | 68.915  | 56.159  | 92.982  | 120.771 | 49.292 | 87.956 |
| July                       | 44.580 | 66.606  | 50.755  | 84.777  | 108.418 | 50.010 | 73.014 |
| August                     | 41.490 | 60.136  | 53.727  | 79.398  | 45.418  | 40.979 | 67.067 |
| September                  | 52.270 | 80.157  | 101.460 | 97.460  | 73.512  | 44.911 | 70.341 |
| October                    | 65.122 | 87.571  | 120.318 | 125.367 | 20.600  | 54.244 |        |
| November                   | 57.864 | 121.875 | 104.618 | 121.632 | 36.082  | 59.186 |        |
| December                   | 45.642 | 38.066  | 77.920  | 82.129  | 25.527  | 48.579 |        |
| Average hits               | 47.375 | 70.555  | 66.691  | 88.091  | 81.580  | 43.339 | 70.626 |

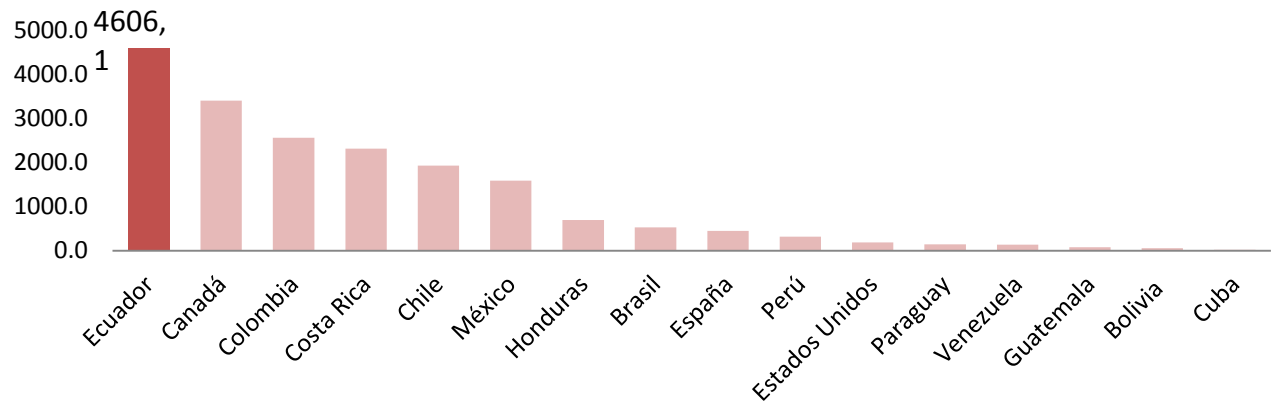
## www.ecuadorencifras.gob.ec



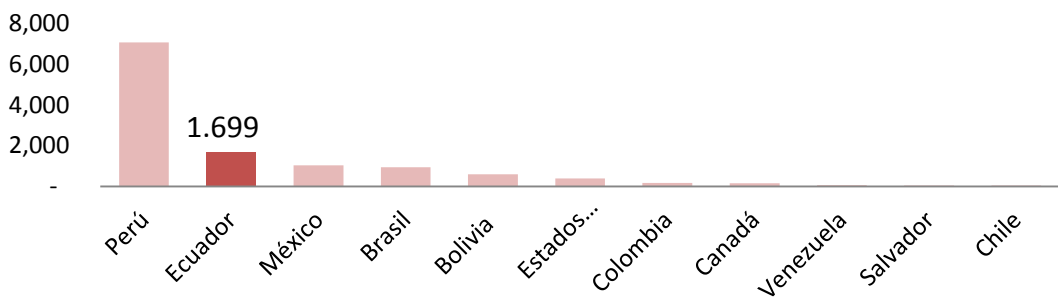


**@ecuadorencifras:** For each million inhabitants, Ecuador has 4,606.1 followers on Twitter, which makes us rank first among statistical institutes who use Twitter.

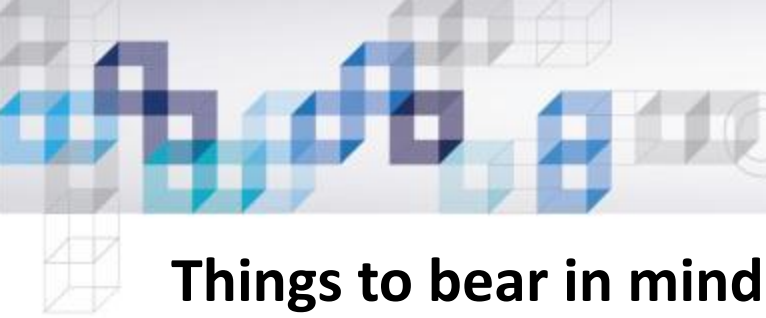
**Rate per million inhabitants**



**Rate per million inhabitants**



**InecEcuador:** For each million inhabitants, Ecuador has 1,699 fans on Facebook, which ranks us second among institutes using Facebook.



## Things to bear in mind...



1. Statistical production **does not exist without dissemination.**
2. **Errors are not permitted.** Crisis situations are communicated over the social media more rapidly and reach more people than ever before. Users are more aware and watch out for errors.
3. It is necessary to have **qualified people in communication and new technologies**, with innovation always in mind.
4. **It is not advisable to use all the technological tools:** their use has to be assessed and be part of a strategy. We must, however, always be open to discovering new tools.
5. **The more information is disseminated, the more there will be questions and users.**
6. **Keep the old channels in place and be open to new ones.**



[www.ecuadorencifras.gob.ec](http://www.ecuadorencifras.gob.ec)



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