

IFC-Banco de Portugal Conference: "Communication on central bank statistics: unlocking the next level"

19-20 September 2022

## Unlocking the social media whereabouts in the age of central banks<sup>1</sup>

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<sup>1</sup> This contribution was prepared for the workshop. The views expressed are those of the authors and do not necessarily reflect the views of the Banco de Portugal, the BIS, the IFC or the other central banks and institutions represented at the event.

# UNLOCKING THE SOCIAL MEDIA WHEREABOUTS IN THE AGE OF CENTRAL BANKS

20 SEP. 2022

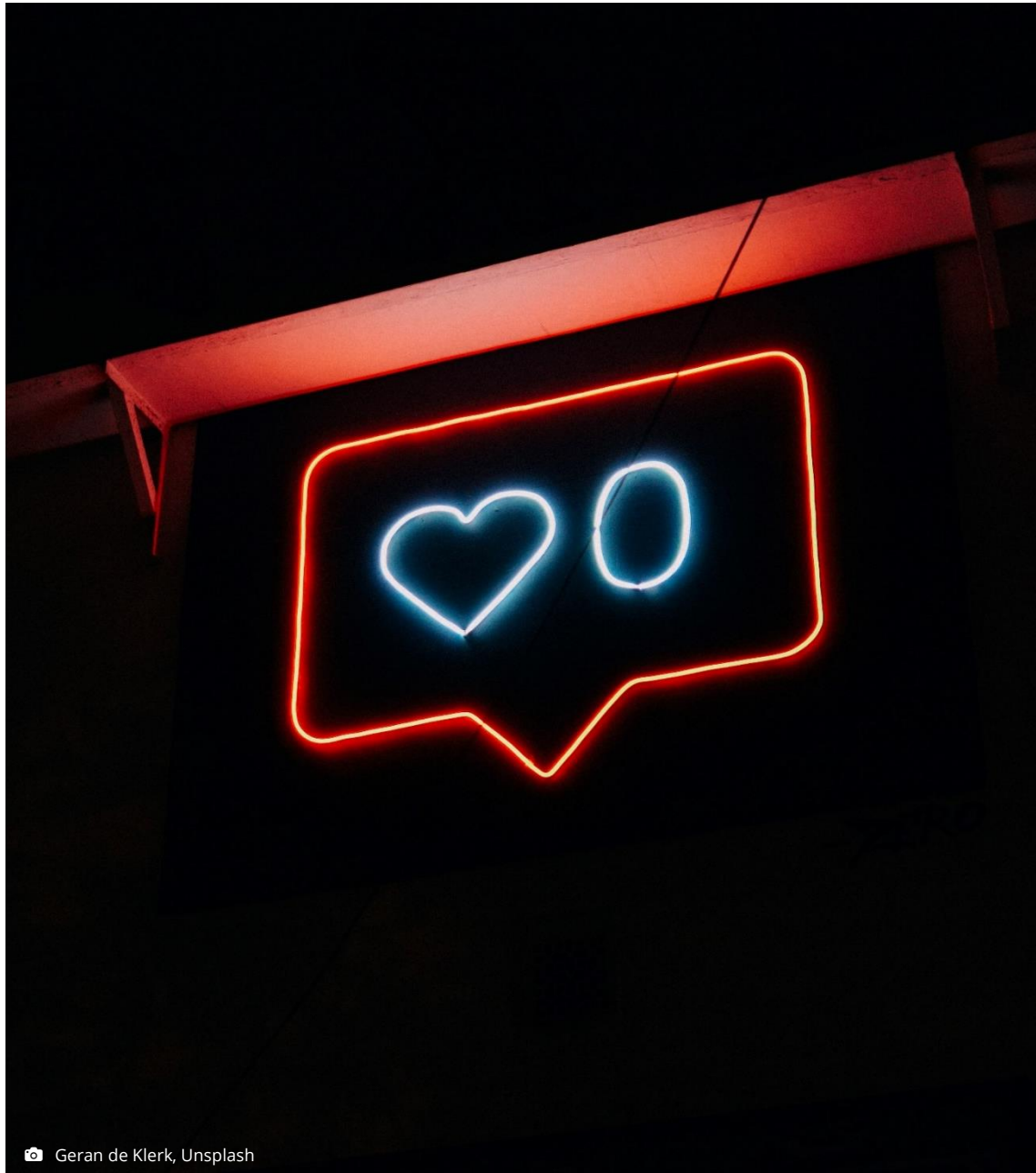


BANCO DE  
PORTUGAL  
EUROSISTEMA



every minute more than  
**41 million messages**  
**are exchanged on**  
**WhatsApp**  
and more than  
**340 000 *stories***  
**on Instagram.**

Source: Statista (AUG. 2022)



From mass media

Unknown users.  
Passive interaction.  
Constant exposure.



## To self media

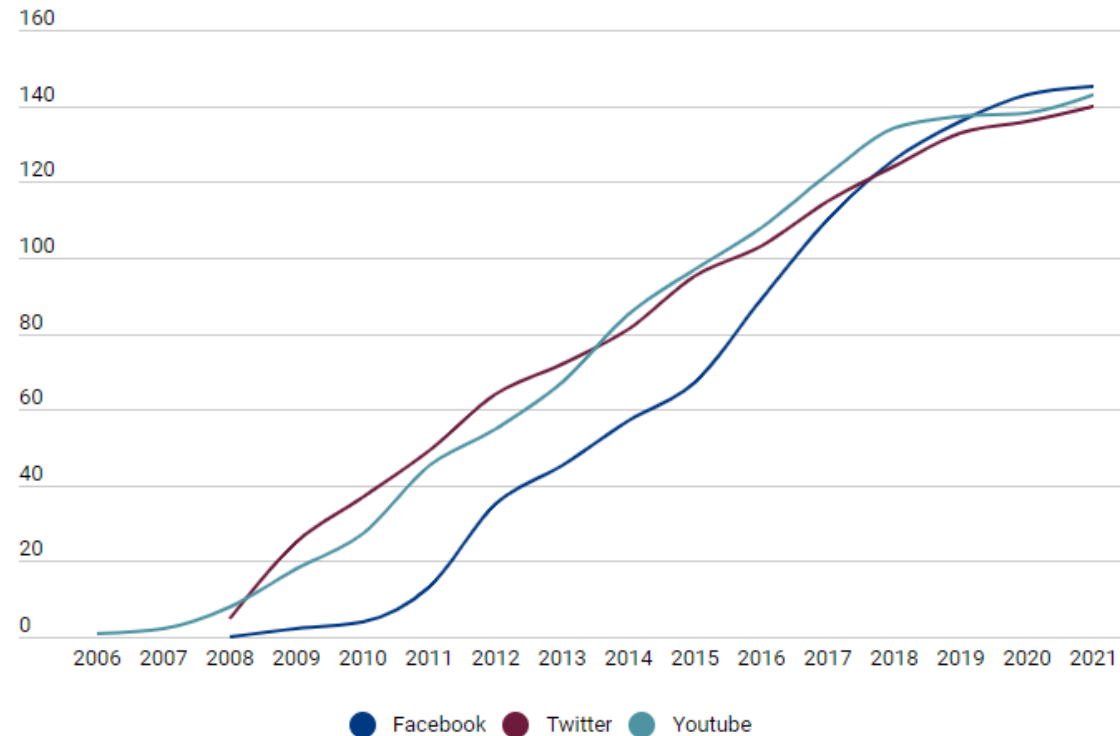
Known users.  
Active interaction.  
Control on what you see.





the number of central banks using social media has **skyrocketed** over the past decade.

## GROWING USE OF SOCIAL MEDIA PLATFORMS AMONG CENTRAL BANKS

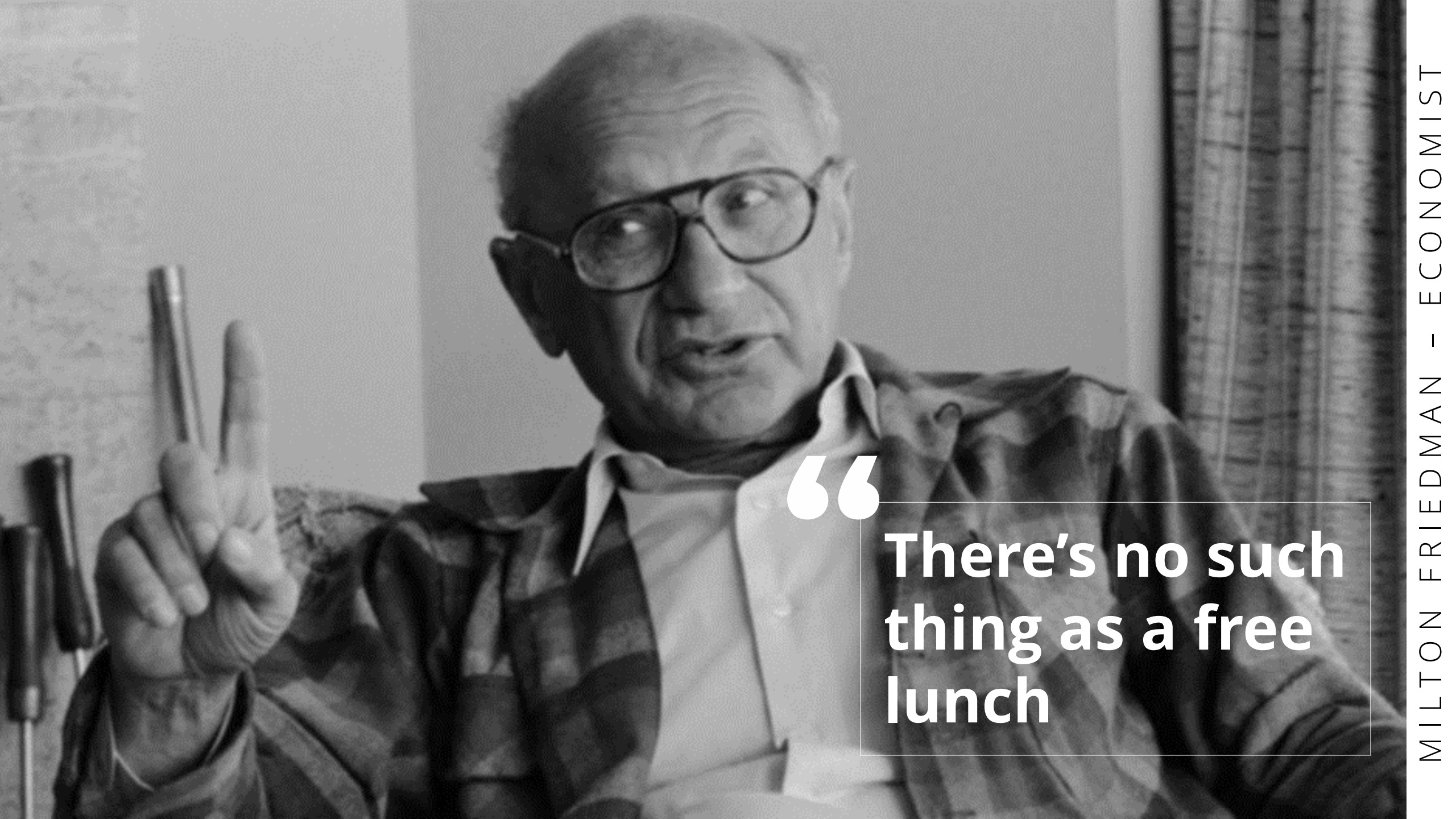




1.

Choose the social media platforms where you will have your voice.

They are free.



“

**There's no such  
thing as a free  
lunch**



## 2.

Effective  
**communication  
strategy** is to make  
messages **relatable**  
to **people's** lives.





HOW MIGHT WE GET THE  
ATTENTION  
OF OUR AUDIENCES?

# GETTING THE ATTENTION OF OUR AUDIENCES?



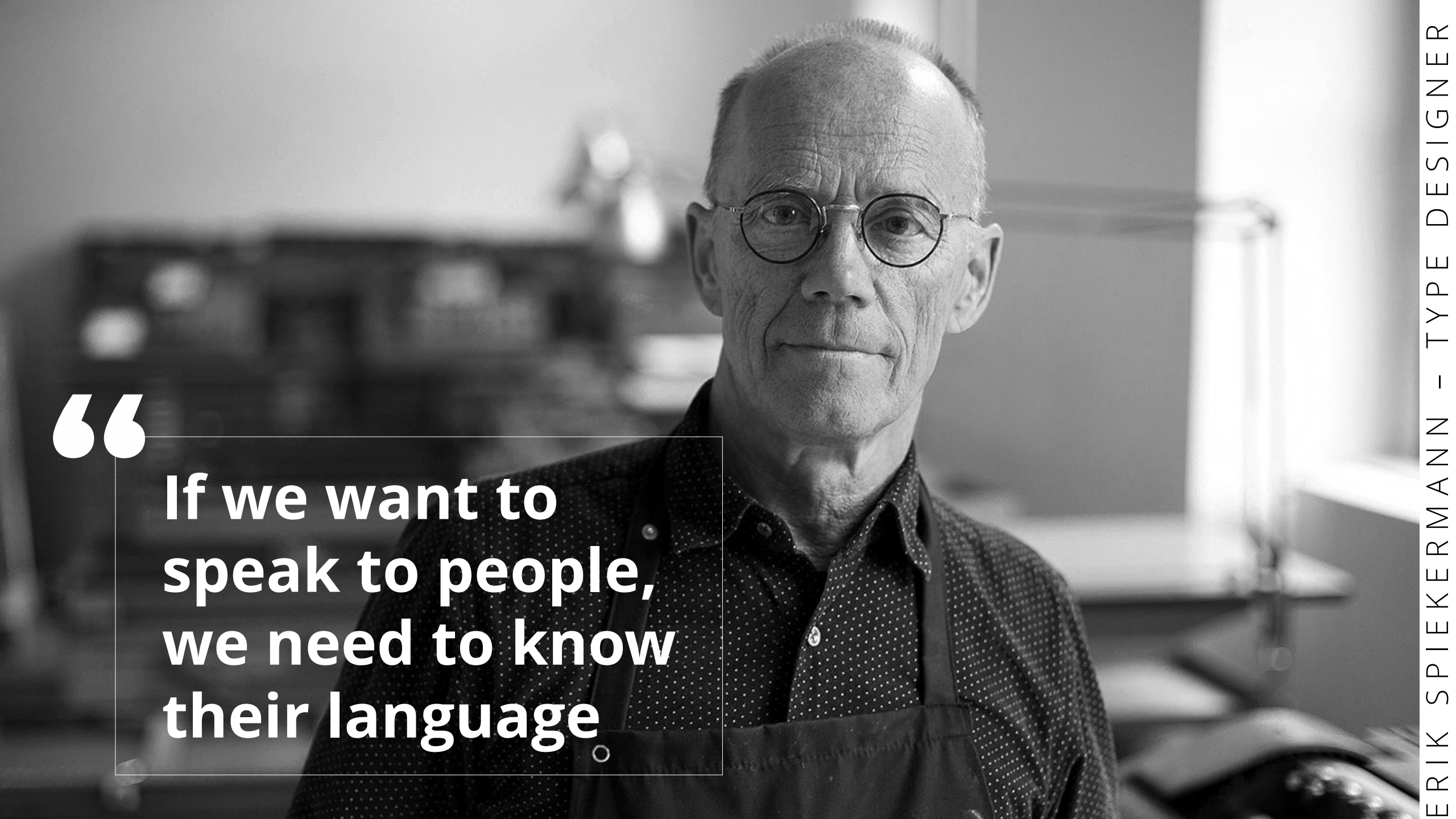
**3.**

**Good content:** we need to speak directly to people

**4.**

**Good distribution:** we need to know our targets and use our channels



A black and white portrait of Erik Spiekermann, an older man with glasses, wearing a dark patterned shirt and an apron. He is looking directly at the camera with a slight smile. The background is a blurred workshop or studio with various tools and equipment.

“

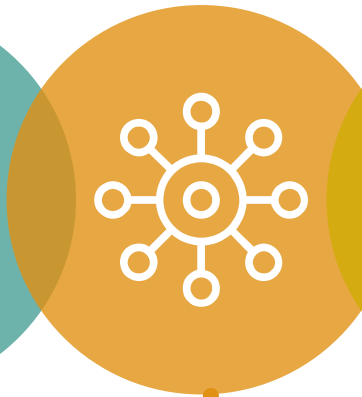
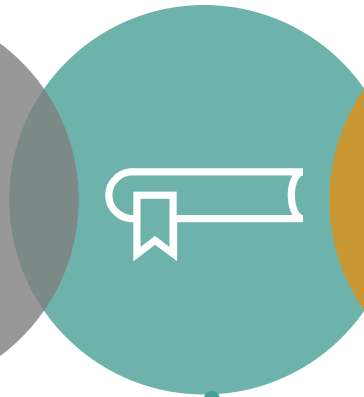
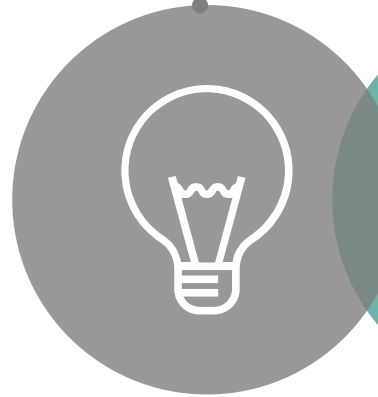
**If we want to  
speak to people,  
we need to know  
their language.**



OUR  
[CONSTANTLY  
EVOLVING] APPROACH  
TO SOCIAL MEDIA

## MORE ANALYTICAL

Make use of social media analytical tools and use that information for future campaigns



## MORE HUMAN

Humanize communication by striking the right tone and seeking for opportunities to engage

## MORE EDITORIAL

Make use of relatable content and more contextual approaches

## MORE SOCIAL

Intensify communication across social media channels and be sensible to your targets and audiences on each social platform

# SOME CONTENT CAMPAIGNS



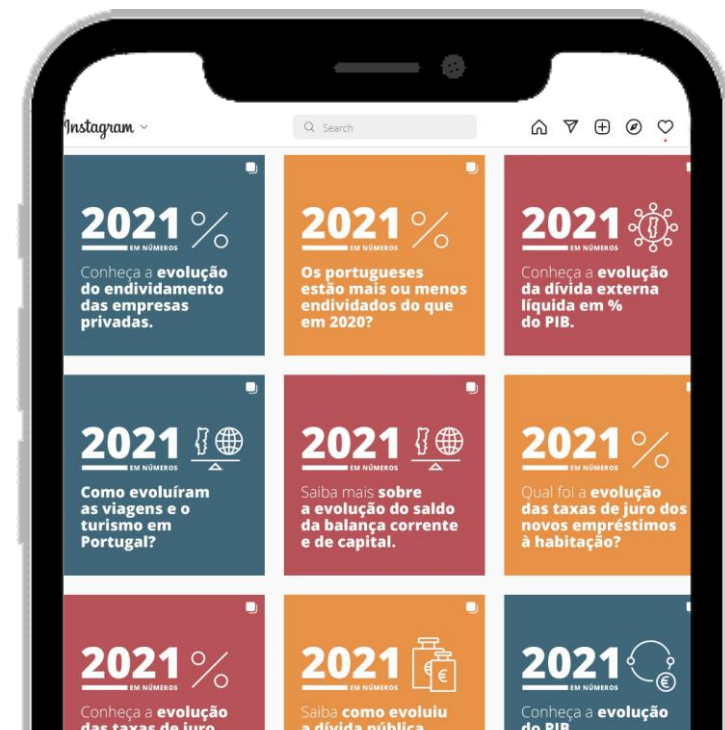
# 2021 IN NUMBERS



#1 Carrousel posts

#2 Statistical figures of 2021

#3 Curated content: we've only selected the figures more related to our audiences.



# ENGAGING CONTENT



- #1** Started using Instagram polls
- #2** Relatable content like tourism, travels
- #3** Opportunity to link users to other content





# DIFFERENT FORMATS

#1 Article posts (decoders)

#2 Podcasts

#3 Videos

The collage displays three different media formats:

- Top Video Frame:** Shows a group of people in a modern office setting, with a man standing and pointing at a laptop screen while two women look on.
- Bottom Left Video Frame:** Displays a line graph showing data from 2006 to 2020. The y-axis ranges from 200 to 450. The graph shows a general upward trend with a significant dip in 2009 and a sharp decline in 2020. Annotations highlight an 8.9% decrease in 2009 and a 9.7% decrease in 2020. Below the graph, text reads: "Esta redução **superou a diminuição observada em 2009**, na altura da crise financeira internacional".
- Right Podcast Cover:** Titled "Estatísticas em tempo de pandemia" by Ana Paula Serra, Administradora. It features a portrait of a woman and the Bdp PODCAST logo.

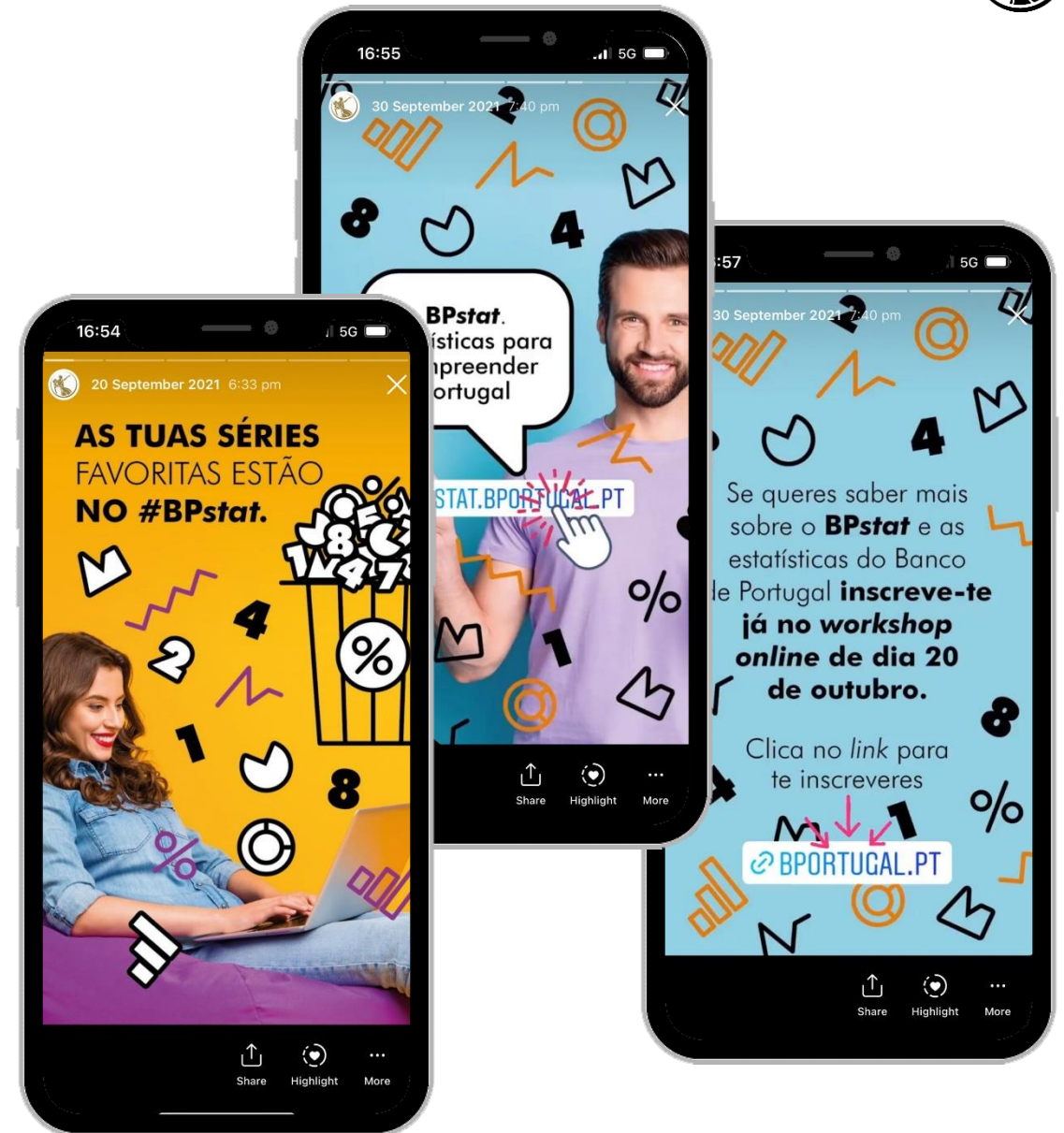
# BACK TO SCHOOL INITIATIVES



**#1** Target: students

**#2** Goal: website visits

**#3** Tone of voice: informal





## BUT ALSO SIMPLE INITIATIVES

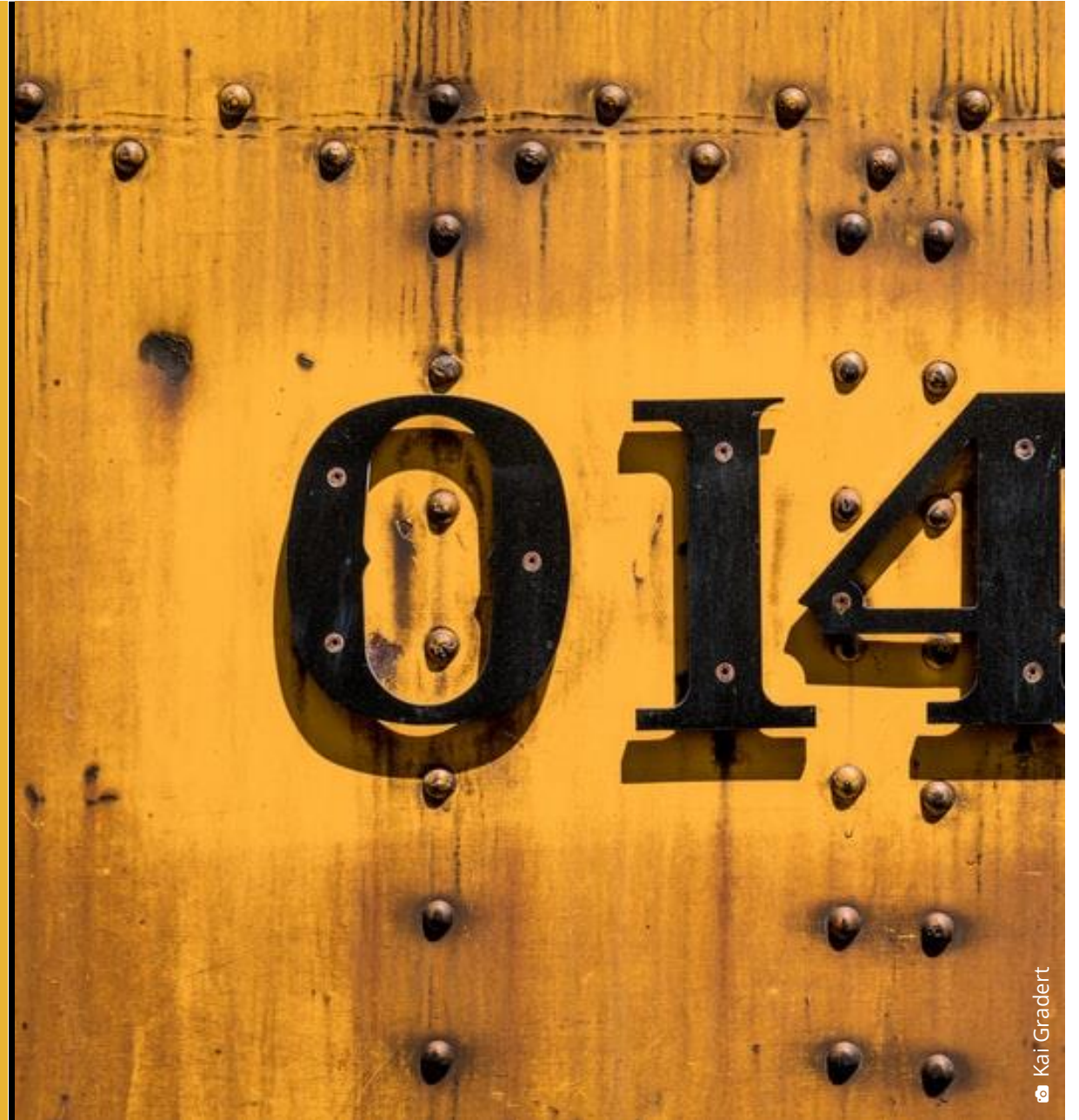
**#1** Explainers

**#2** Simple design

**#3** Plain language



# SOME NUMBERS

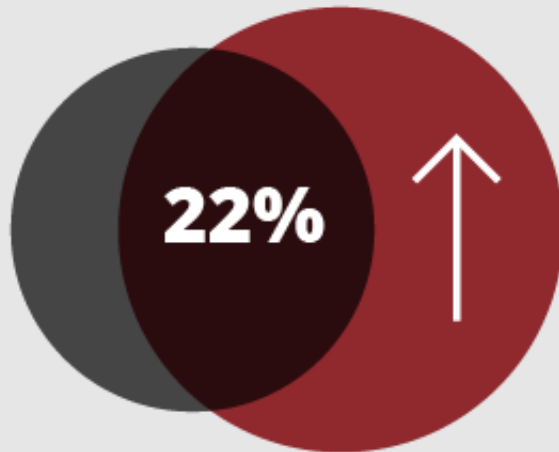




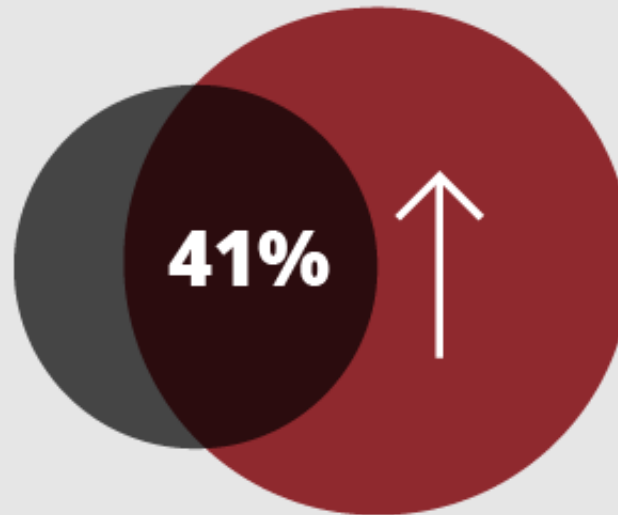
## SOCIAL MEDIA



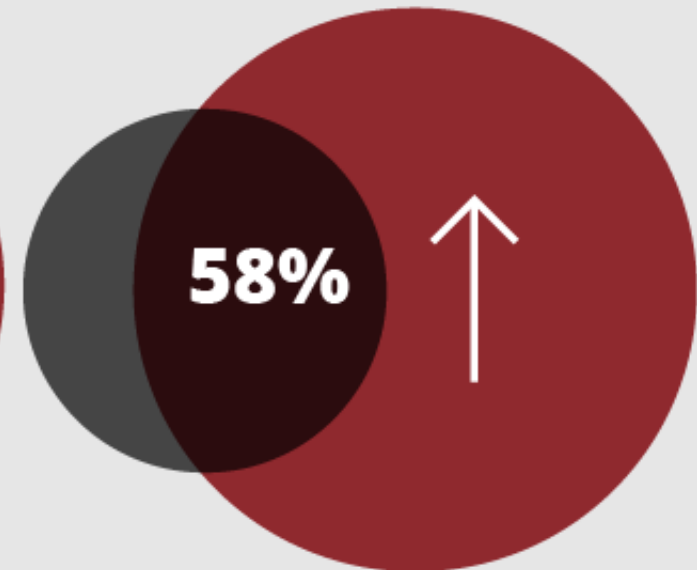
IMPRESSIONS



IMPRESSIONS



VIEWS





TRAFFIC COMING  
FROM MOBILE

35%



TWEETS

2



number of tweets  
for each statistical  
press release



WEBSITE VISITS

38%



VÍDEOS

6



BROAD CAMPAIGNS

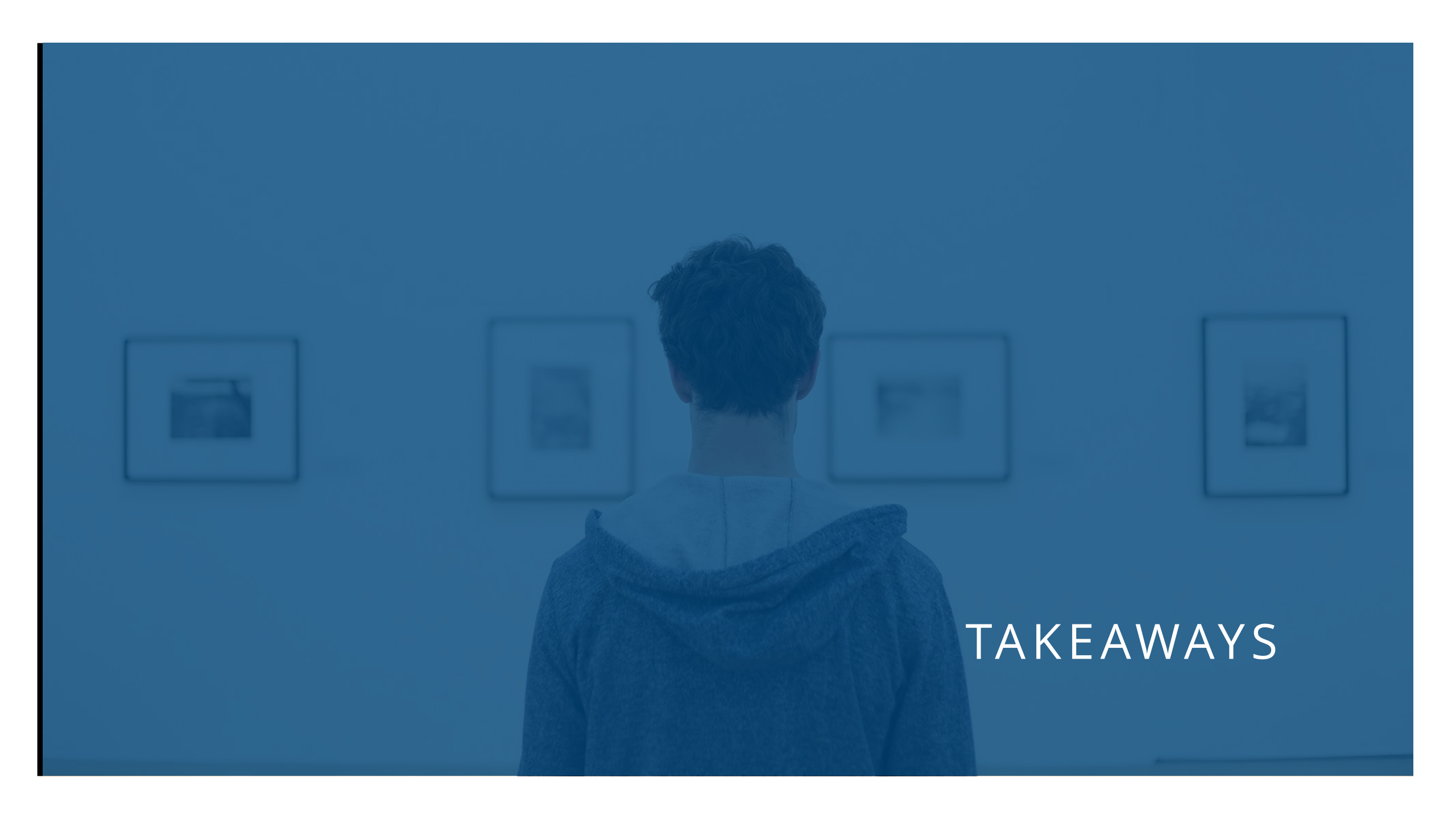
4



FROM SOCIAL

13%



A person with curly hair, seen from behind, wearing a grey hoodie. They are standing in front of a light blue wall with four framed pictures. The entire image has a blue overlay.

TAKEAWAYS



## MAIN TAKEAWAYS

**#1** Choose your social media channels aligned with your **strategy**

**#2** **Relatable** content is king

**#3** Use **analytics** to guide you along the way

**#4** Video and visual is key.

**#5** Engage and dialogue.

**#6** Humanize communication by striking the right tone



BUT, MOST IMPORTANTLY

Social media is  
like music, you  
don't know a  
song by heart  
until you've  
heard the lyrics  
over and over





This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

GARY PROVOST