



Department
for Transport

@DfTstats twitter feed



TWEETS 334 FOLLOWING 48 FOLLOWERS 949 LIKES 7

Follow

Tweets Tweets & replies Media

Pinned Tweet



DfT stats @DfTstats · 8 Dec 2016

Check out Transport Statistics Great Britain 2016 covering all areas of Transport in one publication #TSGGB2016
bit.ly/2fgKbUQ



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

Worldwide Trends

#FelizLunes
10.9K Tweets

#HappyHoli
131K Tweets

#SoylemezsemOlmazHollanda
11.9K Tweets

214 Photos and videos





Background

- ▶ Department for Transport, the UK's transport ministry, already had a strong reputation for dissemination of statistics, particularly around our innovative use of infographics
- ▶ Previously some successful tweets had been sent on the main DfT twitter account (@transportgovuk), but tweets were not sent for every statistical release due to sensitivity around certain statistics.
- ▶ It was decided to pursue a statistics twitter feed to:
 - create an official voice for DfT statistics on twitter
 - create a new channel of communication between DfT statisticians and new and existing users
 - modernise the way we disseminate our statistics to the public
- ▶ After a few years work, an independent DfT statistics twitter feed launched in March 2016 - @DfTstats



How did we set up the twitter feed?

- ▶ **March 2014:** group set up to explore using social media to communicate DfT stats.
- ▶ **May 2014:** sought out examples of others within UK Government statistics doing something similar, finding that twitter was the most effective network for our audience.
- ▶ **July 2014:** commenced the internal approval process to set up a new twitter feed, starting with development of a business case.
- ▶ Brief pause in the work to wait for completion of UK General Election.
- ▶ **October – December 2015:** met with internal Head of News and obtained their approval.
- ▶ **February 2016:** obtained approval from department ministers
- ▶ **February 2016:** introduced mandatory social media training for all transport statisticians
- ▶ **March 2016:** feed launched



How is the account managed?

- ▶ Core team of 3 with a representative from each of the main statistics teams. This team has access to the twitter account to post tweets.
- ▶ The statistician responsible for the statistical publication is responsible for writing the tweet about the publication and choosing an appropriate image.
- ▶ A tweet is sent the day before each publication to announce that the stats are coming out.
- ▶ On publication day, tweet is sent out at 10am and re-posted at 4pm.
- ▶ Content plan is sent to press office and communications colleagues at start of each week.

***Day before publication**

**Tweet drafted by
responsible statistician**



**Tweet approved by TSMG
and social media rep**



**Tweet included in
ministerial submission**



***Publication date**

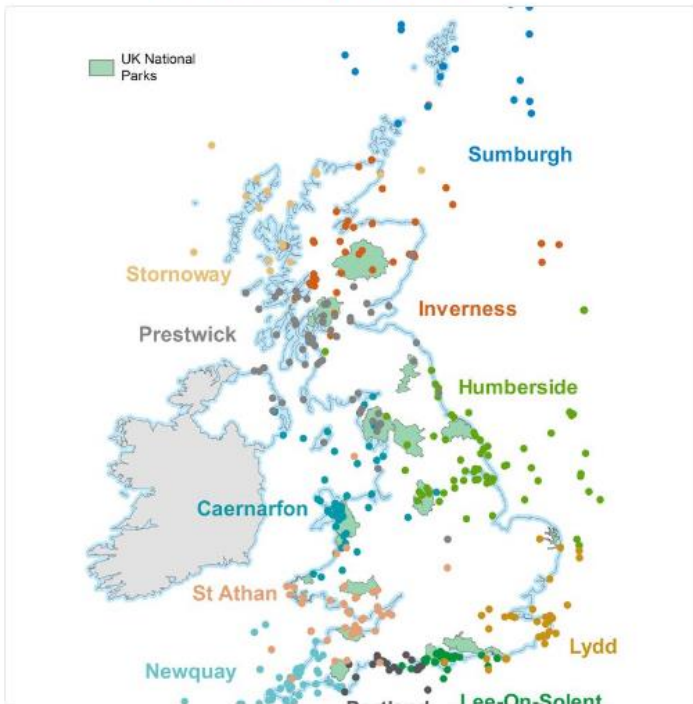
**Tweet appears on
@DfTstats after 9:30am**



What progress have we made?



There were 518 Search and Rescue Helicopter taskings between October and December 2016 in the UK #SARH bit.ly/2m3tkJb



RETWEETS 49 LIKES 40

- ▶ Nearly 1,000 followers
- ▶ A number of tweets with lots of impressions

Impressions	9,995
Total engagements	475
Media engagements	251
Link clicks	59
Detail expands	56
Retweets	49
Likes	40
Profile clicks	12
Hashtag clicks	6
Replies	1
Follows	1



What progress have we made?

Retweeted 49 times

DfT stats @DfTstats · Mar 1
 There were 518 Search and Rescue Helicopter taskings between October and December 2016 in the UK #SARH bit.ly/2m3tkJb
pic.twitter.com/S2qqZdyAGy

I ❤️ NC I ❤️ North Coast @ILoveNorthCoast
 Interesting things on the North Coast of Northern Ireland. Personal page - no connection to any public bodies

Air Waves Portrush @PortrushAirshow
 (Official) Ireland's biggest airshow - a free weekend of air displays and ground entertainment. 2&3 Sept. 2017

Roy Barnes @rd_barnes




Air Waves Portrush
 @PortrushAirshow
 (Official) Ireland's biggest airshow - a free weekend of air displays and ground entertainment. 2&3 Sept. 2017
 Portrush, Northern Ireland

TWEETS **5,677** FOLLOWING **384** FOLLOWERS **3,304** LIKES **6,893**

Tweets Tweets & replies Media

Air Waves Portrush Retweeted
Andrew Clayton @classicwarbirds · 11h
 Our #2LancsUK article has been revised.
classicwarbirds.co.uk/articles/two-lancs-uk #aviatic

SHUTTLEWORTH FLYING PROMS - 16TH AUGUST



Department
for Transport

Some of our followers

TWEETS
335

FOLLOWING
48

FOLLOWERS
951

LIKES
8

MOMENTS
0

Edit profile



NISRA ✓
@NISRA FOLLOWS YOU
Northern Ireland Statistics and Research Agency (NISRA) is the principal source of official #statistics on Northern Ireland. Retweets are not endorsements



Lothian Buses ✓
@on_lothianbuses FOLLOWS YOU
Scotland's Public Transport Operator of the Year Here to help Monday - Friday 0830-1630. We don't respond to expletive laden or offensive tweets.



Brake ✓
@Brakecharity FOLLOWS YOU
Working to prevent road deaths & injuries, supporting people bereaved or injured in crashes. Backs sustainable transport. Runs #RoadSafetyWeek....



Transport Committee ✓
@CommonsTrans FOLLOWS YOU
The Transport Select Committee is a cross-party group of MPs in the @HouseofCommons that scrutinises the work of @transportgovuk. RTs ≠...



RMT ✓
@RMTunion FOLLOWS YOU
The official Twitter account of the National Union of Rail, Maritime and Transport Workers (RMT). Contact info@mt.org.uk



Transport for London ✓
@TfL FOLLOWS YOU
Welcome to our official feed for news and information about the Capital's transport network. #TransportforLondon



Andy McDonald MP ✓
@AndyMcDonaldMP FOLLOWS YOU
Andy McDonald is Labour MP for the Middlesbrough constituency and Shadow Secretary of State for Transport



Daniel Wainwright ✓
@danwainwright FOLLOWS YOU
Data Journalist at BBC News Online. These are obviously my views and no-one else's (who else would want them?).



TRL ✓
@NewsfromTRL FOLLOWS YOU
Centre for innovation in #transport & #mobility. Helping to create safe, clean, affordable, liveable & efficient transport worldwide.



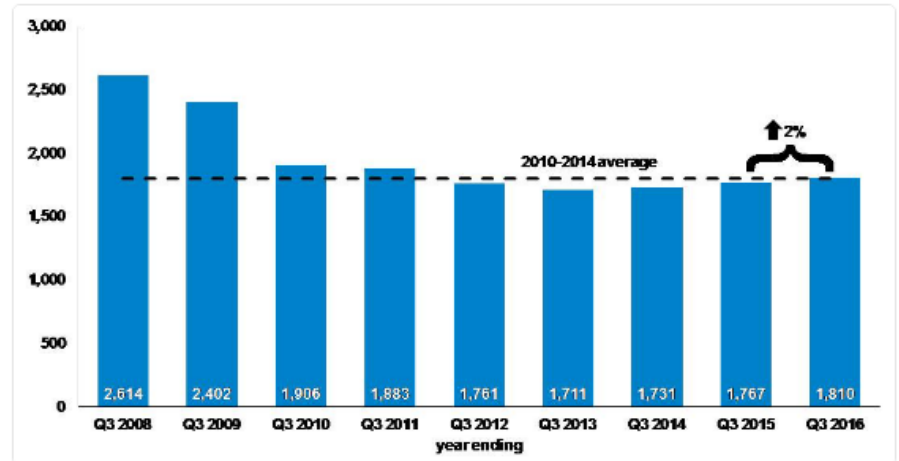
Challenges

- ▶ Clearances – direct communication with the public is traditionally unusual for UK civil service.
- ▶ “Purdah” – there are restrictions on what the UK civil service can and cannot publish in the run up to elections.
- ▶ Resourcing – we were unsure at first as to how much incoming correspondence we would receive.

Stats commentary tweet:



Road deaths in GB in the year ending September 2016 were similar to the previous year [#RoadSafety](#) bit.ly/2jmd7y1



RETWEETS
7

LIKE
1



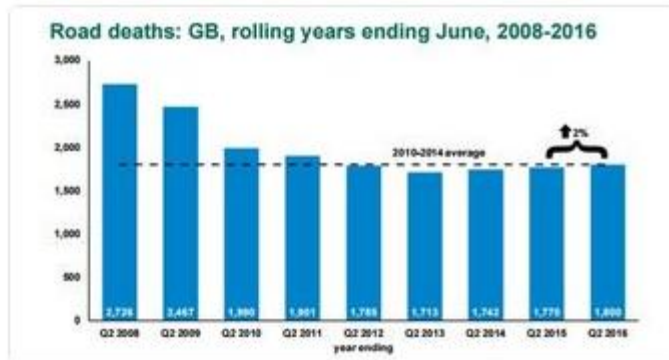


Challenges

Hudgell | **Hudgell Solicitors**
@hudgellsol

Follow

New @DfTstats show significant rise in the number of people killed or seriously injured (KSI) on GB's roads bit.ly/2fCbIHF





Tips

- ▶ Engage with your communications team to understand any concerns they have.
- ▶ Think carefully about how the account will be managed – do you have the resources to manage the feed? What twitter management tool to use?
- ▶ Organise training for staff that will be involved.
- ▶ Ensure the project leads visit others who have a similar feed to learn from them.
- ▶ Plan carefully how the twitter feed will be launched.
- ▶ Be proactive in getting retweets.
- ▶ Be open to advice and feedback on your content.



Department
for Transport

Contact us

Follow us @DfTstats

<https://twitter.com/dftstats>

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@jwilkins_stats