@DfTstats twitter feed

DfT stats
@DfTstats
Official statistics feed for the UK Department for Transport (DfT).
London, England
bit.ly/1njxdG2
 Joined March 2016
214 Photos and videos

Tweets

Pinned Tweet

DfT stats @DfTstats · 6 Dec 2016
Check out Transport Statistics Great Britain 2016 covering all areas of Transport in one publication #TSGB2016 bit.ly/2fgKbUQ

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

Worldwide Trends

#Felicidad 10.9K Tweets
#HappyHoli 131K Tweets
#SoylemezsemOlumazHollanda 11.9K Tweets

Moving Britain Ahead
March 2017
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
Moving Britain Ahead

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?

- 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

There were 518 Search and Rescue Helicopter taskings between October and December 2016 in the UK #SARH bit.ly/2m3tkJb
What progress have we made?
Some of our followers
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.
Challenges

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

https://twitter.com/dftstats

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