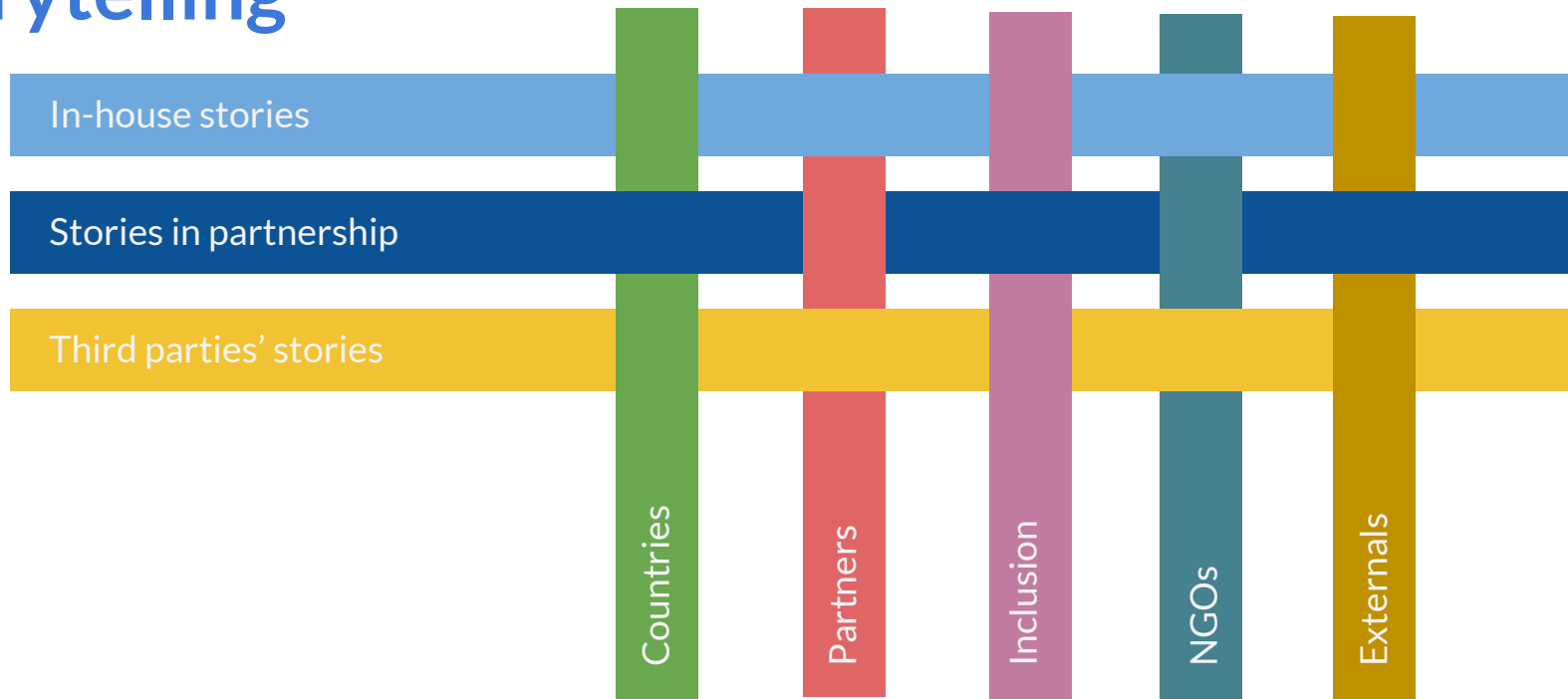


Expo 2015

Report on social media activities

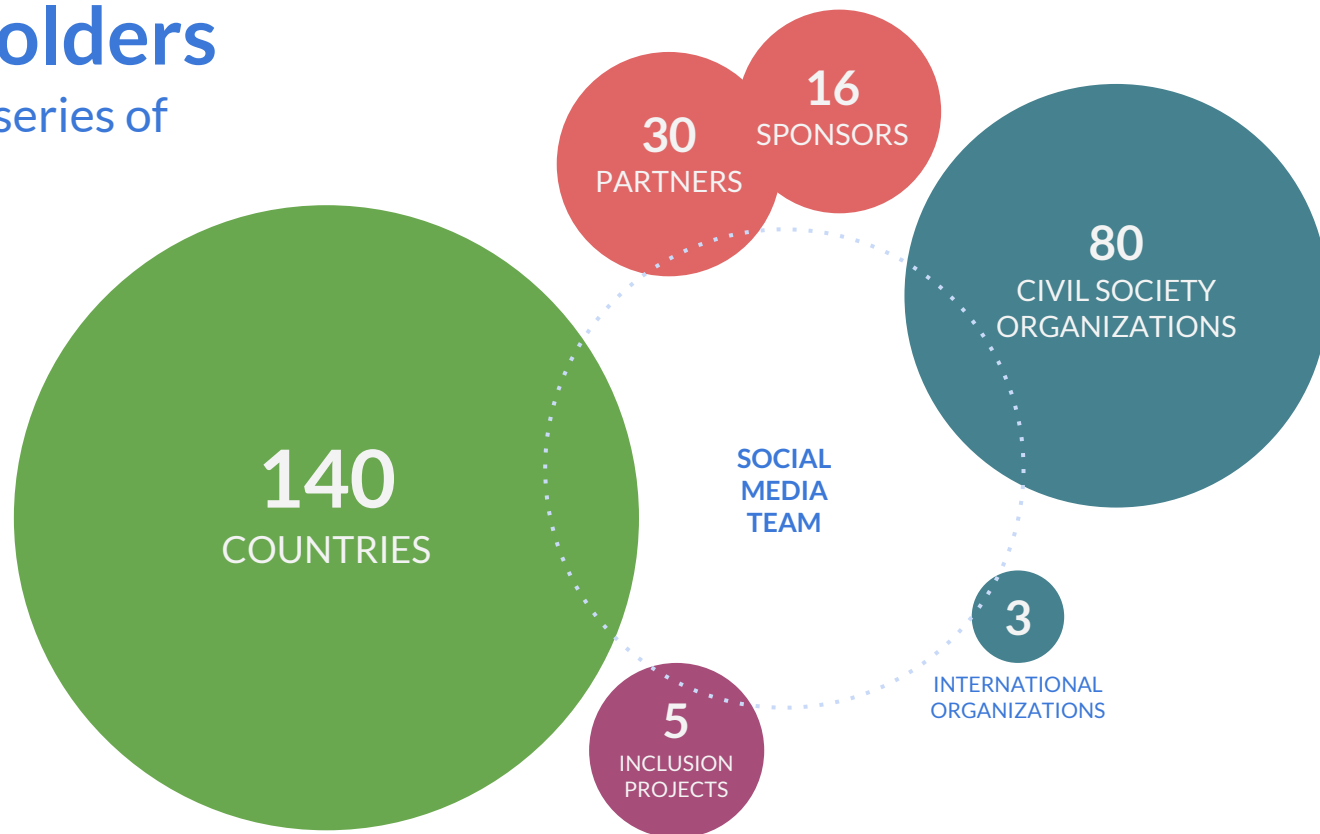
October 2015

First of all, Expo social is a weave of storytelling



Our stakeholders

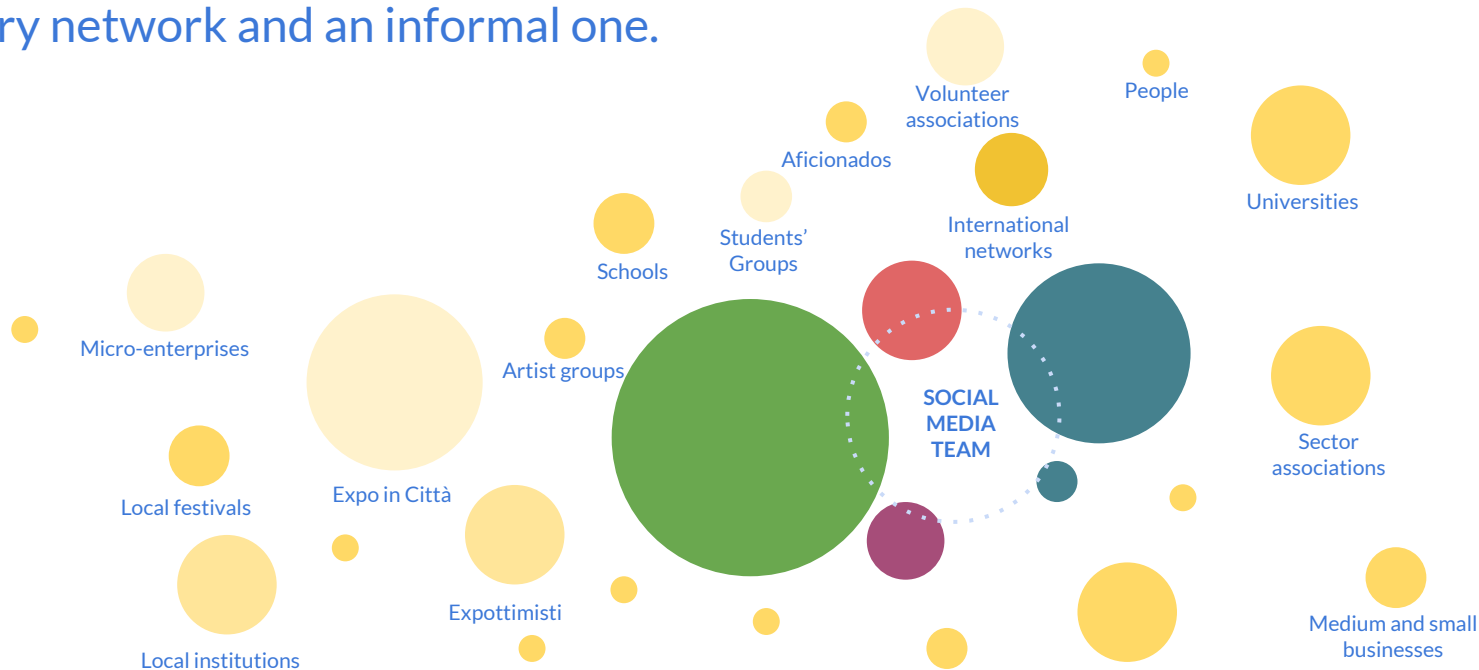
Our network has a series of main subjects:



...but not only

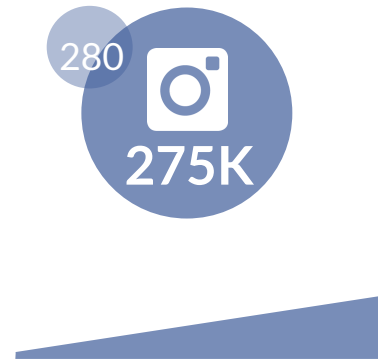
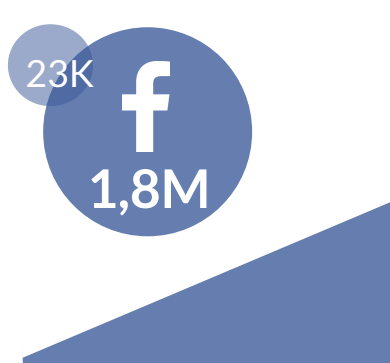
Many other subjects surround the main stakeholders.

A primary network and an informal one.



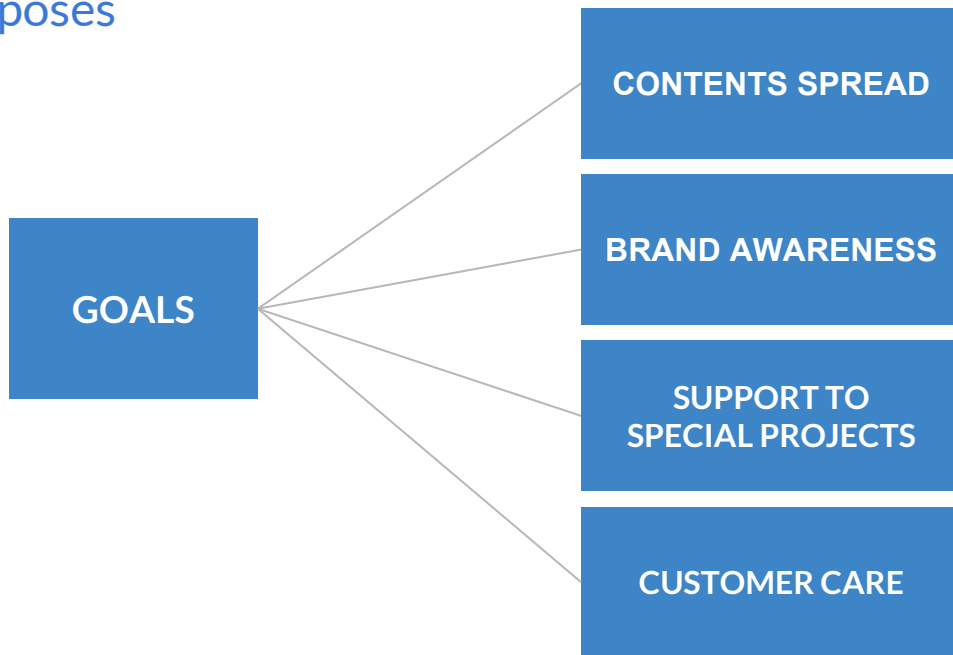
Our main channels

The numbers from February 2014 to October 2015



Not to be forgotten: Social Media Goals

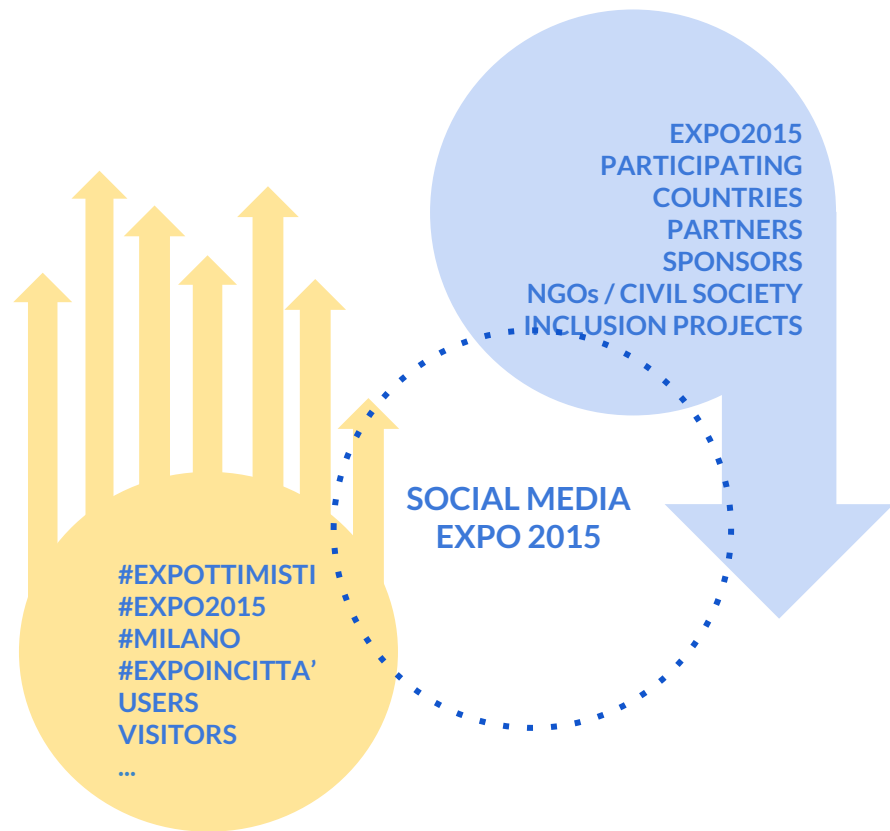
We use Facebook, Twitter and Instagram to reach our main purposes



Top down and bottom up

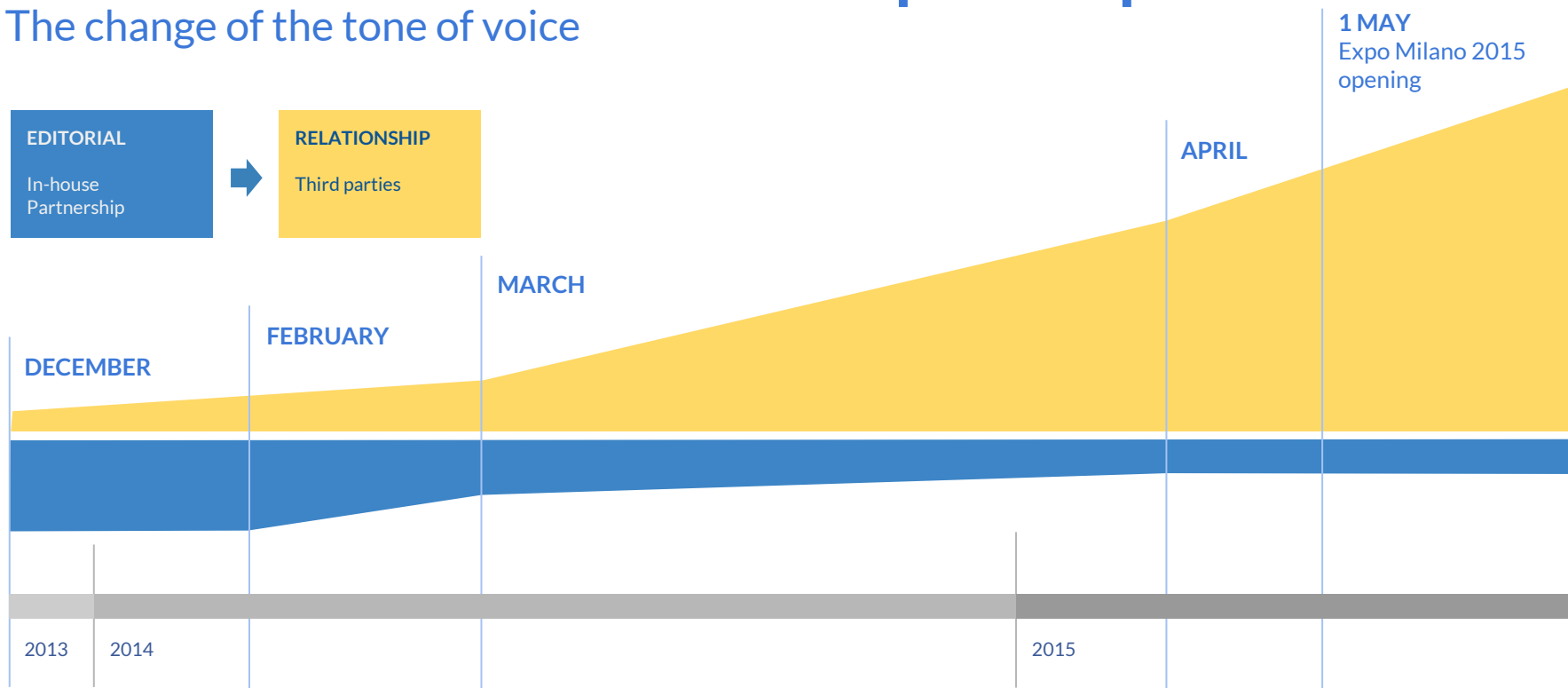
Our work can be intended as a mix of vertical contents (top down) and contents coming from below (bottom up).

- **Top down** contents are those produced internally and autonomously (or in partnership).
- **Bottom up** contents are those produced by third parties and shared and promoted on our channels.



From editorial to relationship-wise plan

The change of the tone of voice



What have been the activities of the social media team during the semester of Expo 2015?

Every day, since Expo 2015 began

20 people in the social media team

42 posts on Facebook

30 tweets

7 posts on Instagram

1.065 new followers on Twitter

2.173 new fans on Facebook

3 videos on Periscope

1 update on WhatsApp

2,1 million people reached on Facebook

543 new followers on Instagram

21.000 new views on YouTube

1,6 video postcards on YouTube

In a semester, since Expo 2015 began

20 people in the
social media team

6.369 posts on
Facebook

10.779 tweets

1.288 posts
on Instagram

178.000 new
followers on
Twitter

300.000 new fans
on Facebook

500 videos on
Periscope

184 updates on
WhatsApp

370 million people
reached on
Facebook

160.000 new
followers on
Instagram

3,8 million
views on YouTube

500 participants
for Social Media
days

The numbers of the 'wider' network

214 accounts
of Countries

63 accounts of
NGOs and civil
society

7 accounts of
corporate pavilions

8 accounts of
Thematic Areas

29 accounts of
special projects

167 accounts of
partners and
sponsors

100+ pages and
Facebook groups
created by users

192 million is the
total reach of
partners' account

295 million people
reached by the
network

100.000 active
users in bottom up
groups

1 million images
posted from users
on Instagram

Expo 2015: from editorial to relational

The opening of Expo 2015 has changed the way we work. Until 30 April, we had to create in-house content. Since 1 May, every day, there have been thousands of people and various content.

We have reduced editorial production and we have started to value the content produced by the participants.

Expo 2015: from editorial to relational

Specifically, since the beginning of Expo:

- on Facebook **34%** of our contents are by third parties
- on Instagram, so much as **63%** of our contents are by third parties
- on Twitter, **54%** of our tweets are RT

Expo 2015 is a network

Expo is a network. Sponsors have a strong presence online. There are 237 with 451 social accounts. In total, **the network has a reach of 300 million followers** (including only Facebook, Twitter, Instagram and YouTube).

and then, the informal network...

Hundreds of people have contributed to the informal network, resulting in countless bottom up projects, the scope of which is generally large.

We've mapped over 100 communities with over **100,000 active users**.

Social activities produce also offline outputs

Thanks to online tools, we were able to involve more than **500 influencers** durante i Social media day.

We even met every month the **300 social media managers** of countries, in a series of thematic 'get-together'.

Expo 2015 Opening



The inauguration was an incredible event on social media: between 29 April and 4 May, there were 330,000 conversations, only on Twitter, with the hashtag #Expo2015

The opening tweet was relaunched by 300 accounts including Partners, Countries, NGOs and Ambassadors; Total Reach: 3 million users

Expo Milano 2015 @Expo2015Milano
1 May 2015. The whole world is in Milan. #Expo2015's journey starts here!

TODAY
EXPO
MILANO 2015
OPENS TO THE WORLD
THANK YOU TO ALL THOSE WHO MADE THIS UNIVERSAL EVENT POSSIBLE

Original tweet
322 RT - 180 FAV

Gianluigi Buffon @gianluigibuffon
Orgoglioso di essere un Ambassador per #Expo2015 @Expo2015Milano

OGGI
EXPO
MILANO 2015
SI APRE AL MONDO
GRAZIE A TUTTI COLORO CHE HANNO RESO POSSIBILE QUESTO EVENTO UNIVERSALE

10:42 - 1 mag 2015

1,8M followers

Eutelsat Italia @EutelsatItalia
1 maggio 2015. Tutto il mondo a Milano. Il viaggio di #Expo2015 comincia qui!

OGGI
EXPO
MILANO 2015
SI APRE AL MONDO
GRAZIE A TUTTI COLORO CHE HANNO RESO POSSIBILE QUESTO EVENTO UNIVERSALE

10:42 - 1 mag 2015

Eutelsat

ManpowerGroup Italia @ManpowerGroupIT
1 maggio 2015. Tutto il mondo a Milano. Il viaggio di #Expo2015 comincia qui!

OGGI
EXPO
MILANO 2015
SI APRE AL MONDO
GRAZIE A TUTTI COLORO CHE HANNO RESO POSSIBILE QUESTO EVENTO UNIVERSALE

10:10 - 1 mag 2015

ManpowerGroup

CocaCola4Expo @CocaColaITA
1 maggio 2015. Tutto il mondo a Milano. Il viaggio di #Expo2015 comincia qui! Ti aspettiamo al Padiglione #CocaCola

OGGI
EXPO
MILANO 2015
SI APRE AL MONDO
GRAZIE A TUTTI COLORO CHE HANNO RESO POSSIBILE QUESTO EVENTO UNIVERSALE

10:07 - 1 mag 2015

Coca Cola

TelecomItaliaGroup @TelecomItaliaTw
Da oggi #Milano orgogliosi di essere @Expo2015Milano #Expo2015

OGGI
EXPO
MILANO 2015
SI APRE AL MONDO
GRAZIE A TUTTI COLORO CHE HANNO RESO POSSIBILE QUESTO EVENTO UNIVERSALE

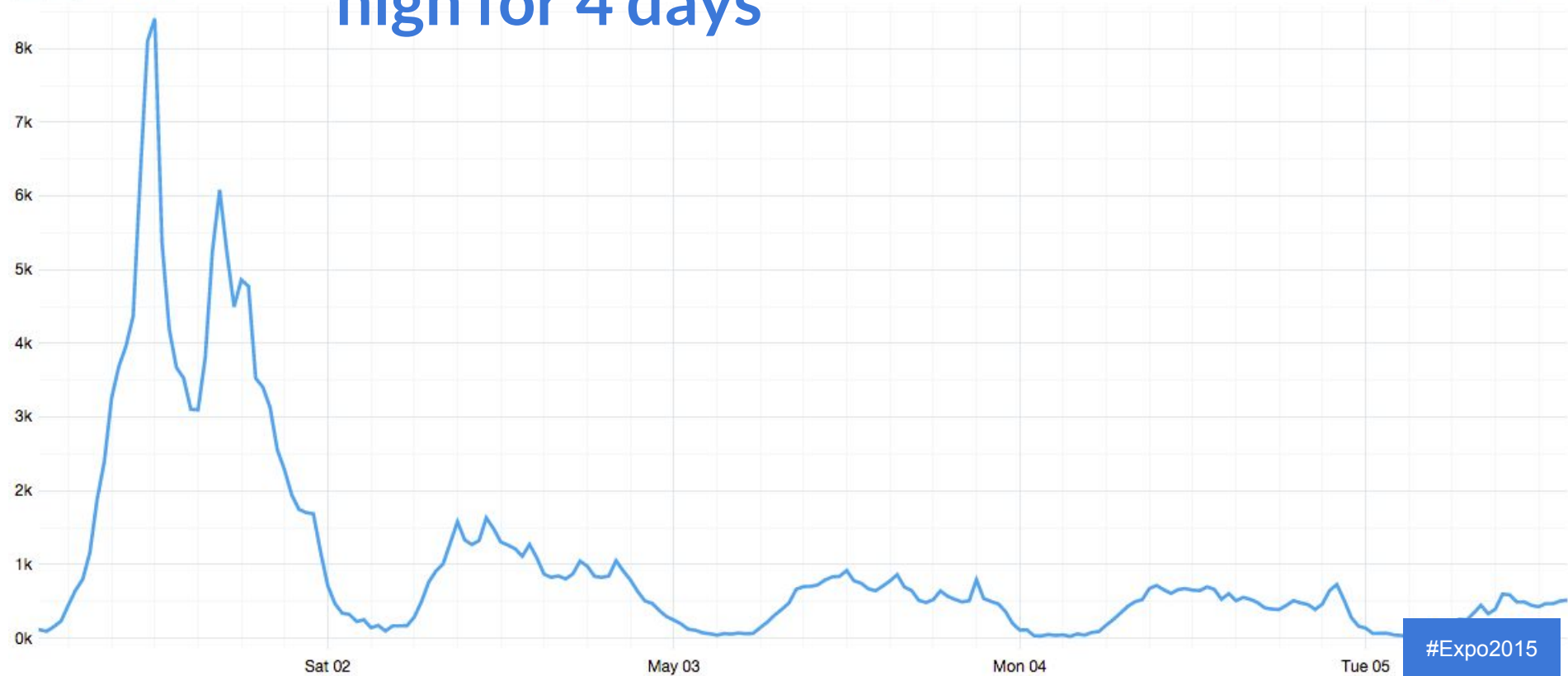
10:22 - 1 mag 2015

Telecom Italia
200k followers

The volume of tweets remained very high for 4 days

Tweets / half-hour

A  Total: 213,767



The launch video, supported by an advertising campaign, was viewed **24 million** times on Facebook

“#EXPO2015 | #ILTUOGIRODELMONDO”

Video istituzionale

24 milioni di impression

14 milioni di persone raggiunte

5,9 milioni di view (> 3 secondi) in Italia

170.000 condivisioni



EXPO Expo 2015 Milano
welcome! Sponsored · 🌐

#EXPO2015 | #ILTUOGIRODELMONDO

Vieni a visitare architetture straordinarie, a conoscere tutti i popoli vicini e lontani. Vieni a Expo2015: il tuo giro del mondo è cominciato.

5,949,598 Views
Like · Comment · Share · 👍 171,953 💬 6,804 📄 29,211

Facebook



We brought the Facebook page from 1.4 million to **1.8 million fans**, from the eve of Expo 2015 to 31 October

The number of fans is a useful number to have an idea of Expo feedback on social networks. However, it is not the main indicator for us.

It is far more important that content is seen by many people (reach) and that users respond and comment (engagement).

We have produced and published, on average, **1,166 posts a month** in Italian and English. Before the semester, we produced about 500.

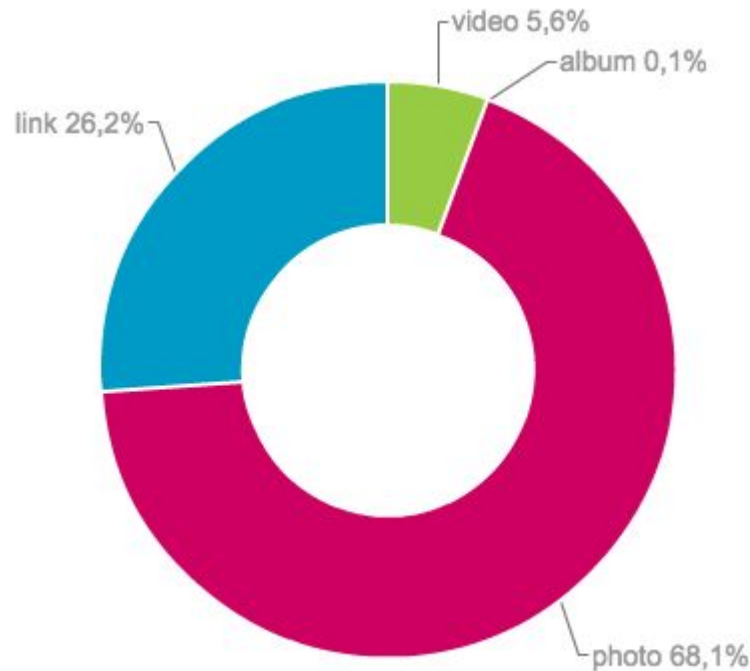
Companies usually publish 30 contents per month, on average. The media post 210 (source: [SocialBakers](#)).

Only magazines, blogs and newspapers nearly reach the amount of content published by Expo.

We have two Facebook pages, one [Italian](#) and one [international](#).

We have produced and edited the images for all posts.

When possible (5.6%), we have also produced and published video contents.



The photo and video contents are the ones that work best on Facebook.

Every day, on the Facebook page of Expo, there have been about 85k people who have interacted with us* and 2 million people who have seen our content**.

* Daily page engagement

** Daily total reach

Twitter



@Expo2015Milano on Twitter has reached 670k followers, from about 486k followers in April

The size of the user base on Twitter is very important: every time we publish a tweet, potentially all our followers see what we publish (as opposed to what happens on Facebook).

We have published about 2,200 tweets per month, giving live coverage of all the major events with live tweeting daily. Before the semester, we produced an average of 1,350 tweets per month.



Our Twitter followers are from all over the world. The proportion reflects that of visitors to Expo.

Our tweets generate reactions.

On average, we got **20,000 retweets a month** and about **22,000 tweets a month** were added as favourites.

Our aim on Twitter is to talk to users: so, for us, these data are very important.

Instagram



On Instagram, there are **906,282** images with the hashtag #Expo2015 - and they increase every day.
116,000 are of the Tree of Life.

We have given visibility to the images of users, by republishing the most beautiful ones on our channels

From April to October 2015, the Instagram account @Expo2015Milano has reached **280,000 followers** (from 90,000), with no media budget.

Instagram is the platform that has grown the fastest.

Video

Periscope and YouTube



We have two channels on YouTube,
with about **15,000 followers** and **13 million total views.**

Periscope, activated on 1 May, has reached **35,000 followers** in just a few months.

We have used it daily for a total of about 400 videos.

Periscope is the live streaming platform of Twitter

Almost everyday we produced a video postcard, shooting a pavilion. We did in total about **300 video postcards**, that reached (aggregated) about **1 million views on Facebook**

76 postcards of countries inside clusters, **24** of partners, **7** NGOs, **6** for thematic areas, **18** Special Views, **165** to Country Pavilions and **2** extra postcards, along the Decumanus, have been shot

We produced more than **50 video interviews**. Together with video postcards, they have been published on YouTube, Facebook, Twitter and Instagram with the hashtag **#ExpoTube**

Other social and online projects



Pinterest (14k followers) is used to publish the visual materials on Expo.

Spotify to share tracklists on particular projects.

Slideshare to publish data and reports.

We have participated in the international project **On the Grid**, creating a map for designers, with 120 places worthy of note, inside the exhibition site

We archived the press clipping involving social media on **Linkli.st** and we kept trace of all the references and the important links with a dedicated **Pinterest** board.

Internal social networks



We have used a series of **closed social networks**, to relate to particular classes of shareholders

All "Participants" exchange information, in real time, on a **closed Facebook group** with 300 qualified members.

Every month, they have received a newsletter with the most important information.

Through the **broadcast lists on WhatsApp**, every day we have sent information to 2,500 members, on key appointments of the day

Offline projects



For us, bloggers and influencers are important.

We have decided to accredit them during a series of special days: **social media days.**

The social media days were documented on Storify

We have organized two **social media days per month**, hosting a total of about 500 participants, which could be accredited through a platform dedicated to them.

The social media days were documented on Storify

Expo2015 + 100 Archive is a project to create a physical memory of Expo 2015 that will be stored for 100 years at Fresno University, California. It has involved Expo visitors and workers in leaving a legacy.

<http://www.expo2015plus100.org>

We have organized a series of events (approx. one a month) dedicated to the **300 social media managers** of the Participating countries, to help networking and knowledge spread

6 months of Expo 2015



Overall, we have reached an audience of about **300 million people on the web**, using more than 20 platforms and involving approximately 240 shareholders, active on social media.

Starcom Mediavest has estimated the value of an Expo 2015 tweet in **530€**, of a post on Facebook in **178€** and of a post on Instagram in **310€**.

Aggregated, the estimated value of Expo 2015 social activities, only in regards to partners, is evaluated in **2.17 million €.**

thank you + enjoy your visit

Contacts

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