

# Expo 2015

## Report Social Media

### January 2014 - October 2015

# What were the activities of the Social Media Team from January 2014 to October 2015? And what were the results?

We'd like to give a complete view of the results of the Official Expo2015Milano accounts.

# Expo 2015: from editorial to relational

From January to the 30th April, we created in-house content. Since 1st May, every day, we involved thousands of participants reducing our contents production.

# Our channels

Facebook (x2) 1,78 Milion	Twitter 687k	Instagram (x2) 287k	Pinterest (x2) 15k
YouTube 14k	Periscope 36k	WhatsApp 2,5k	
Spotify	Slideshare (x2)	Linkli.st	
Wordpress	Eventbrite	Tumblr (x12)	
Social Media Hub	Website		

Channel opened in the semester

Canali opened before the semester

# Channels opened during the semester.

During the six months of Universal Exhibition we started new projects and we opened new channels that best suits our needs.

# Facebook



# Our Facebook page has gone up **from 23k fans to 1,78 million fans.**

The number of fans is a useful number to have an idea of Expo feedback on Social Networks. Anyway, it's not the main indicator for us.

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



# Blogmeter has monitored the activity of our channels: we've been the Facebook page with the highest growth (in Italy) for six consecutive months before the Exhibition.

Every month, Blogmeter grades top brands. The categorisation is based on some guidelines: fan growth, engagement, response rate (source [Blogmeter](#)).

Expo2015 has appeared six times in the top Blogmeter's ranks.



# According to Blogmeter stats, our Facebook account was in pole position during May and June.

	May	June	July	August	September	October
Fan growth	#1 in Italy 	#2 in Italy 	-	-	#77	n/a
Engagement	#26	#125	#157	#156	#137	n/a
Authors (people who comment)	#9	#24	#39	#27	#49	n/a

Every month, Blogmeter grades top brands; the categorisation is based on some guidelines: fan growth, engagement, response rate (source [Blogmeter](#)).

Before the semester we published about **500 post** per month in Italian and English. During the six months we published over **1100 monthly posts.**

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

Only magazines, blogs and newspapers nearly reach the amount of content published by Expo2015.

We have two Facebook pages: the [Italian](#) version and the [International](#) one.

# Twitter



# Our Twitter account has gone up from 20k to 687k followers.

The size of the user base on Twitter is very important: every time we publish a tweet, potentially all our followers will see that content (contrary to the reach on Facebook).

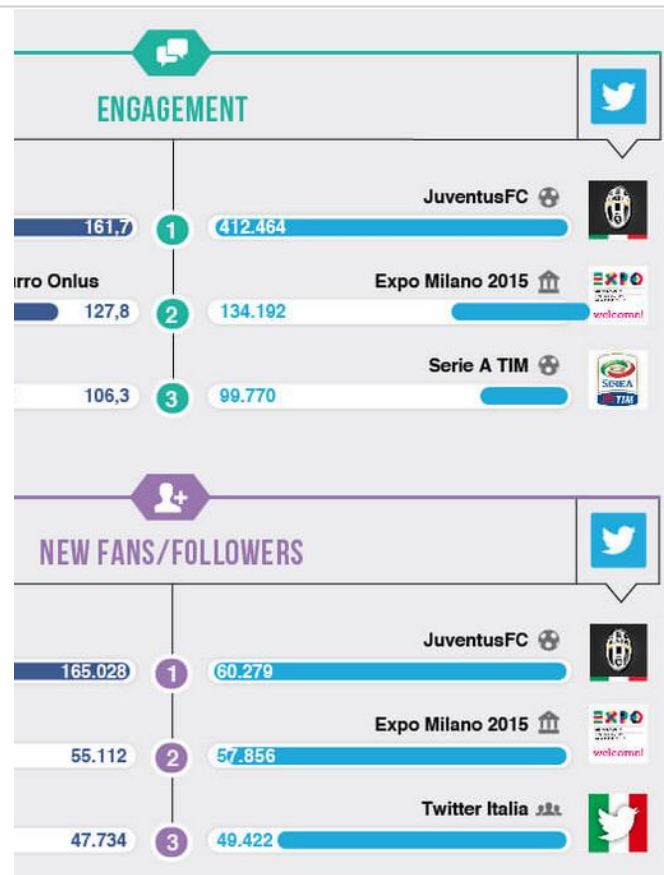
From an average of **1350 tweets per month**, during the semester we published **more than 2200 tweets**, covering all the most important events with **daily live twitting**.

**Blogmeter has monitored our activity on Twitter. We achieved great results before and during the semester.**


















# Before the semester: we've been for six times in the top 3 brands for followers growth and engagement.

Every month Blogmeter grades top brands; the categorisation is based on some guidelines: fan growth, engagement, unique contributors, account impressions (source [Blogmeter](#)).

Expo2015 has appeared in the ranks for 6 times.



# During the six months Expo2015 has always been one of the top brand in Italy on Twitter

	May	June	July	August	September	October
Followers increase	#3 	#3 	#4	#4	#3 	n/a
Engagement	#2 	#2 	#3 	#4	#2 	n/a
Authors (people who comment)	#2 	#2 	#2 	#3 	#3 	n/a
Impression	#2 	#2 	#2 	#3 	#2 	n/a

Every month, Blogmeter grades top brands; the categorisation is based on some guidelines: fan growth,, engagement, unique contributors, account impressions (source [Blogmeter](#)).





**Our Twitter followers are from all over the world, just like Expo 2015's visitors.**

# Instagram



Our Instagram account reached **287,000**  
**followers** with no media budget.

Instagram is the platform with the fastest growth..

On Instagram, there are **1.051.538 images** with the hashtag #Expo2015 - and the number increases every day.  
**165.197** of them are about the Tree of Life.

We gave visibility to our users pics republishing the best ones on our channels.

# Video

## Periscope and YouTube



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

Periscope, which was activated on May, 1st reached **36.6k followers** in just a few months.

We used it daily producing around 400 videos.

Periscope is the live streaming platform of Twitter.

We produced almost everyday a video postcard about a pavilion.

We recorded about **300 video postcards** that reached (aggregated) about **1 million views** on Facebook.



We recorded **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.

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

# Other social and online projects



**Pinterest** (15k followers) is a platform used to publish the visual materials about Expo2015.

**Spotify** was used to share tracklists about particular projects.

**Slideshare** was used to publish data and reports.

We took part in the International project **On the Grid** creating a map for designer with 120 points of interest inside the exhibition site.

The press review about Social Media is archived on **Linkli.st** and we kept track of all the references and the important links through a dedicated **Pinterest** board.

# Internal Social Networks



We used a series of **closed Social Networks** in order to relate to particular classes of shareholders.



The "Participants" had a **closed Facebook group** with 300 qualified members through which they could stay in touch and communicate in real time. Every month, they received a newsletter with the most important information.

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

# Offline projects



**For us bloggers and influencers are important.**

**We decided to involve them during a series of special days: the Social Media Days.**

The Social Media Days are documented on Storify.

We organized two **Social Media Days** **per month**, hosting about 500 participants accredited through a dedicated platform.

The Social Media Days are documented on Storify

# We organized three evenings at the Triennale, “Open Night World”, with three Participants:

Kazakhstan, Dominican Republic and the Italian Pavilion. With more than 500 people involved, we offered participants a visit to the exhibition ‘Arts & Foods’ and a musical performance.

<http://www.socialmediaexpo2015.com/it/open-night-world-la-triennale/>

**#MYWALL** is a collection of paper and other materials collected from the exhibition site and exposed on a wall, inside the Media Center.

After 31st October the wall will become part of the collection of the World Expo Museum. We involved different people: Expo's employees, workers of the pavilions and visitors.

<http://www.socialmediaexpo2015.com/it/mywall-3/>

# **WE EAT TOGETHER** is a collaborative photo project on Instagram.

We involved third-sector associations to resume social relationships that arise from the sharing of food, with the hashtag #WeEatTogether. The pictures collected were displayed in an exhibition in the digital gallery of Cascina Triulza during the Women's Weeks.

<http://www.socialmediaexpo2015.com/it/weeattogether/>



**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 involved Expo2015 visitors and workers in leaving a legacy.

<http://www.expo2015plus100.org>

We organized a series of events (approx. one a month) dedicated to the **300 Social Media Managers** of the Participating Countries, in order to help networking and the spread of knowledge.



## Contacts

[www.socialmediaexpo2015.com](http://www.socialmediaexpo2015.com)  
[socialmedia@expo2015.org](mailto:socialmedia@expo2015.org)