

Expo 2015

Semester report on social activities

May - October 2015

Numbers on social network



During the six months of Expo 2015, 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.

Our own channels

Facebook (x2) 1,78 Millions	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		

Every day, since Expo 2015 began

20 people in the
social media team

40 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

Semester strategy



Expo 2015: from editorial to relational

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

We have reduced editorial production and we have started to value the contents produced by the Participants.

Expo 2015: from editorial to relational

Specifically, since the beginning of Expo:

- on Facebook **32%** 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 our Social Media Days.

We even met every month the **300 Social Media Managers** of Countries, in a series of thematic 'get-together'.

Activities in details



This document shows Social Media Team's Activities in details

Opening

Facebook

Twitter

Instagram

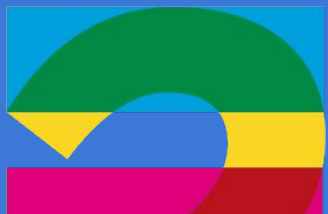
Video

Other accounts

Internal accounts

Offline projects

Expo 2015 Opening

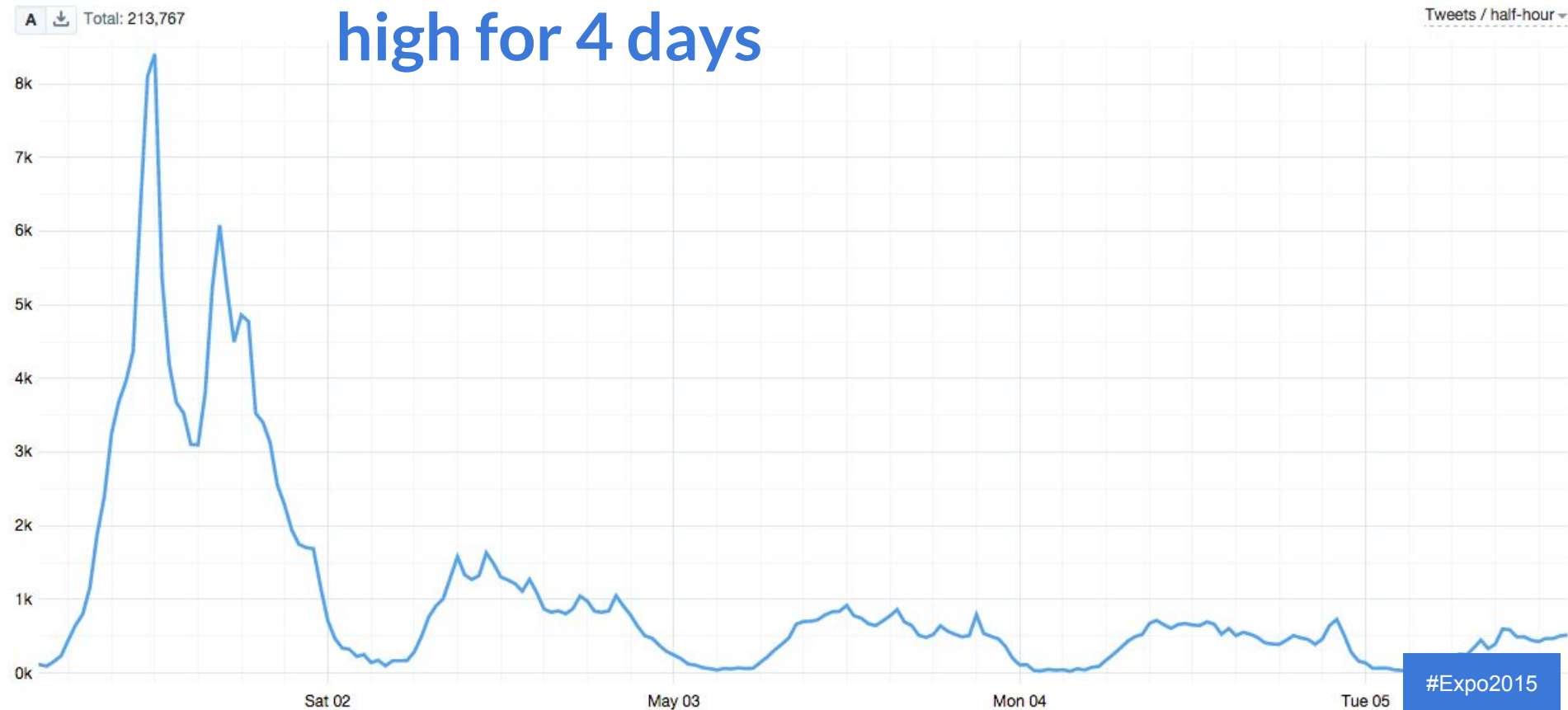


The inauguration was an incredible event on social media: between 29th April and 4th May, there were **330,000** conversations, only on Twitter, with the hashtag #Expo2015

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



The volume of tweets remained very high for 4 days



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

“#EXPO2015 | #ILTUOGIRODELMONDO”
Institutional video

24 millions impressions

14 millions: total reach

5,9 millions views (> 3 sec) in Italy

170.000 sharings



Expo 2015 Milano

Sponsored · 🌐

#EXPO2015 | #ILTUOGIRODELMONDO

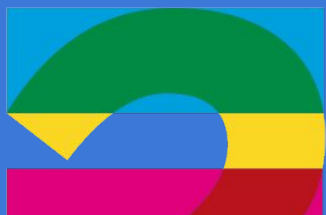
Vieni a visitare architetture straordinarie, a conoscere tutti i popoli vicini e lontani. Vieni a Expo2015: il tuo giro del mondo è cominciato.



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 31st 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).

According to Blogmeter, our Facebook account was in pole position in Italy, during May and June

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

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

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

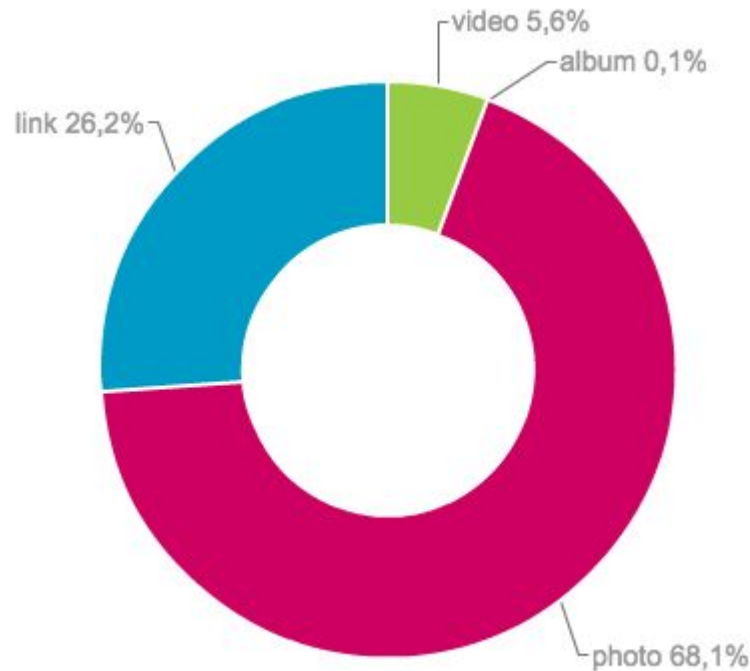
Companies usually publish 30 contents per month, on average. The media post 210 (source: [SocialBakers](#)).

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.



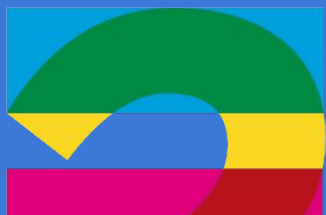
The photo and video contents are the ones that work best on Facebook.

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 **687k 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 tweets generate reactions.

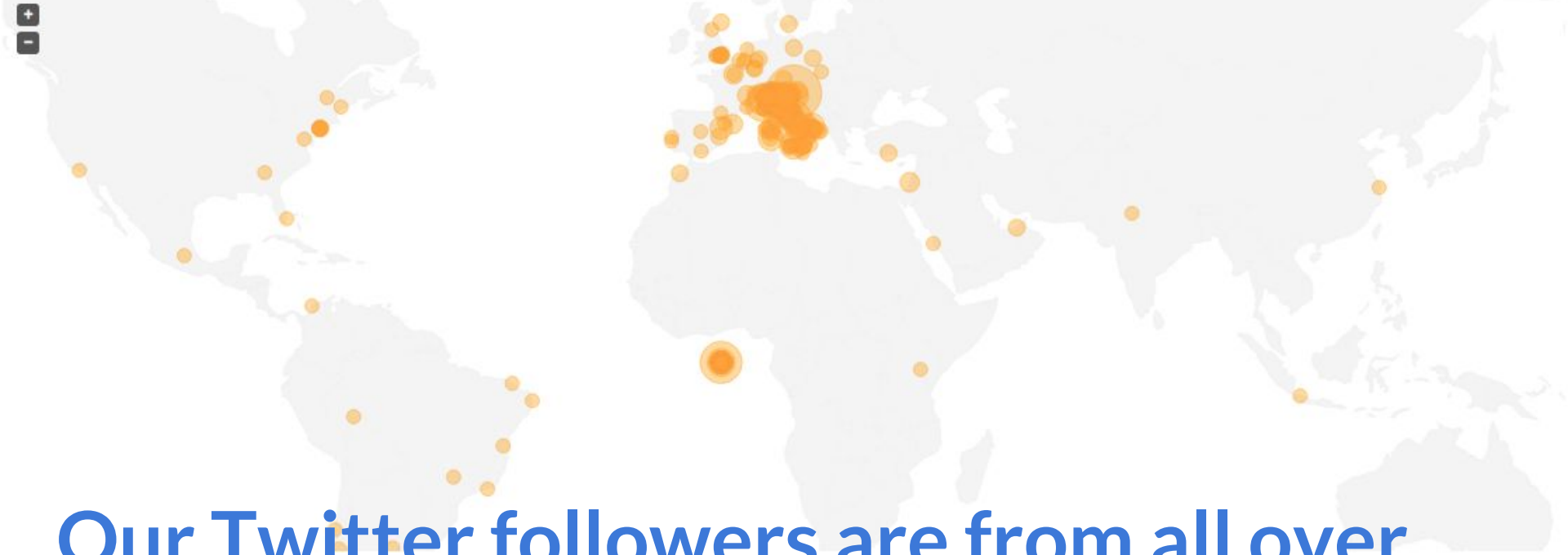
On average, we got **20,000 retweets a month** and about **22,000 tweets a month** were added as favourites.

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

Expo 2015 has always been one of the top brand in Italy on Twitter, according to Blogmeter

	May	June	July	August	September	October
Followers increase	#3 	#3 	#4	#4	#3 	n/a
Engagement	#2 	#2 	#3 	#4	#2 	n/a
Authors (commenting people)	#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 increase, engagement, unique contributors, account impressions (source [Blogmeter](#)).



Our Twitter followers are from all over the world as well as Expo 2015's visitors.

Our tweets stimulate reactions.

On average, we got **20.000 retweets per month** and about **22.000 tweets per month** have been favourited.

Our goal on Twitter is to create conversations with users: for this reason, for us, these numbers are very important.

Instagram



On Instagram, there are **1.051.538** images
with the hashtag #Expo2015 - and they
increase every day.
165.197 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 **287,000 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 1st May, has reached **36.600 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

We shot **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**. Together with video postcards, they have been published on YouTube, Facebook, Twitter and Instagram with the hashtag **#ExpoTube**

Other social and online projects



Pinterest (15k followers) is used to publish the visual materials on Expo.

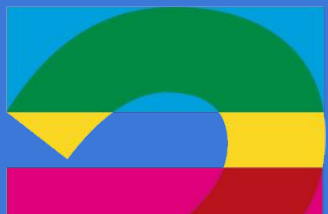
Spotify to share tracklists on particular projects.

Slideshare to publish data and reports.

We took part to the international project **On the Grid**, creating a map for designer with 120 important locations, inside the exhibition site.

We archived the press review 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



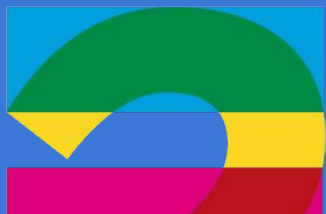
We have used a series of **closed social networks**, to relate to particular classes of shareholders

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

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

Kazakhstan, Dominican Republic and the Italian Pavilion involving about 500 people, offering them 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 have 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 have involved third-sector associations to resume social relationships that arise from the sharing of food, with the hashtag #WeEatTogether. The images 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 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

Contacts

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