

Expo 2015

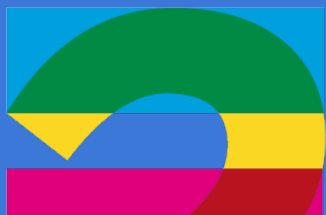
Social activities report

April 2015

What have been the social media team activities in April?

Each month we share a report about our activities. The month of April 2015 ended with the opening of Expo 2015, 30th April, at Piazza Duomo in Milano.

Facebook



This month we gained 165,000 fans on Facebook, reaching 1.4 million fans.

The number of fans is very useful to have an idea of the interest that Expo originates on social networks, but for us it's not the main indicator.

It's more important that contents are seen by as many people (reach) as possible and that users answer and comment (engagement).

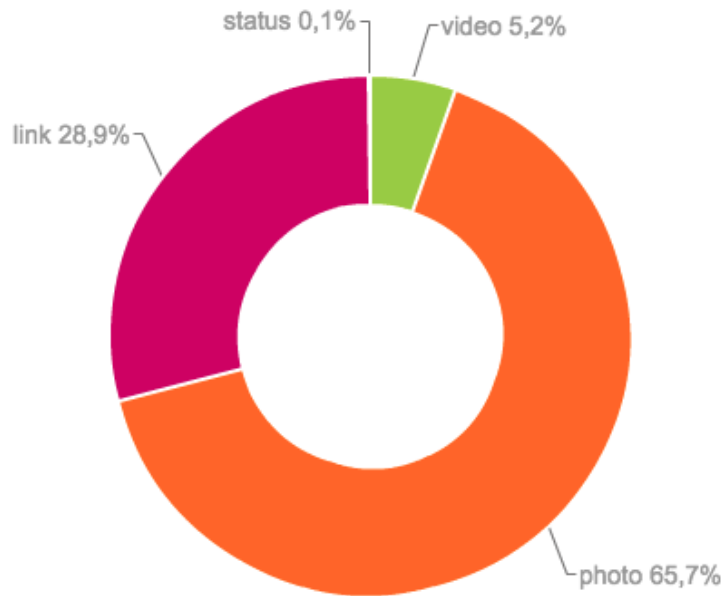
According to Blogmeter, we are the Facebook page that grown the most, in Italy, in April (+165k).

Each month Blogmeter rank up the top brands, which are categorized for the growing of fans, engagement, response time ([source Blogmeter](#)).

It's the sixth time that Expo appears in Blogmeter ranks.

All the posts we publish contain at least one picture.

Whenever possible (5.2%)
we also publish video.



Photographic contents and videos work much better on Facebook.

This month we posted 24 contents daily. (Total of 727, between Italian and English contents)

The agencies usually publish 1 content at day, in average. The media post 7 contents (source [SocialBakers](#)).



Only magazines, blogs and newspapers get close to the number of contents published by Expo.

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

This is the best post of the month: the Tree of Life on the opening night.
It has been seen by 3.2 million people, without advertising

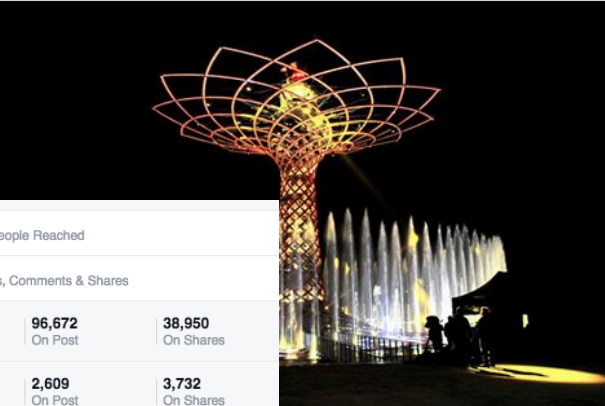
“#EXPO2015 | #THEOPENING
A chiusura della serata, l'Albero della Vita si accende”


135.000 likes
38.000 sharing
3,2 million reached people

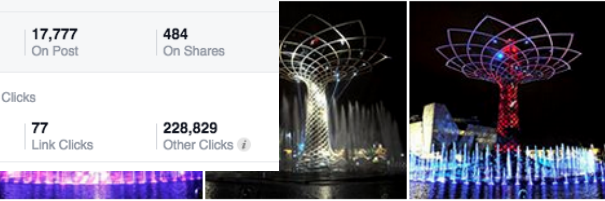
 You added 5 new photos.
Posted by Manuela Bonfiglio [?] · May 1 at 12:08am · Edited [?] · 

#EXPO2015 | #THEOPENING

A chiusura della serata, l'Albero della Vita si accende.
È la nostra Buonanotte, ci vediamo domani... a Expo2015!



3,246,080 People Reached		
160,224 Likes, Comments & Shares		
135,622 Likes	96,672 On Post	38,950 On Shares
6,341 Comments	2,609 On Post	3,732 On Shares
18,261 Shares	17,777 On Post	484 On Shares
351,261 Post Clicks		
122,355 Photo Views	77 Link Clicks	228,829 Other Clicks 



Fans appreciate what we post: we reached 630k likes on posts and 100k sharing.

We've read and moderated 17,000 comments (560 at day) e 3,000 private messages.

The conversation with users for us is the most important goal.

Everyday, on Expo Facebook page,
there are 100k people that interact with
us* and 3.2 million people that see our
contents**.

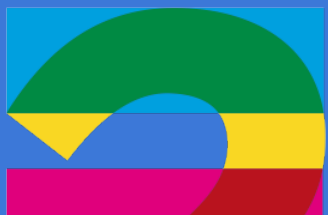
* Daily page engagement

** Daily total reach

Expo contents, in April, have been seen on Facebook 20 million times*.**

*** 28 days total impressions

Twitter



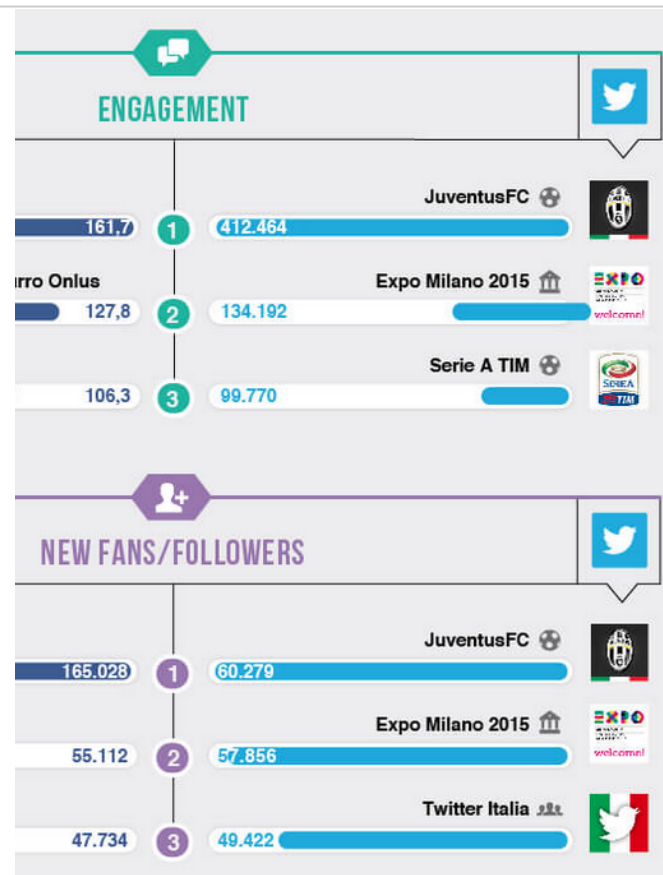
**@Expo2015Milano on Twitter has reached 486k followers (+14%).
We used a lot this channel: we tweeted about 45 times at day.**

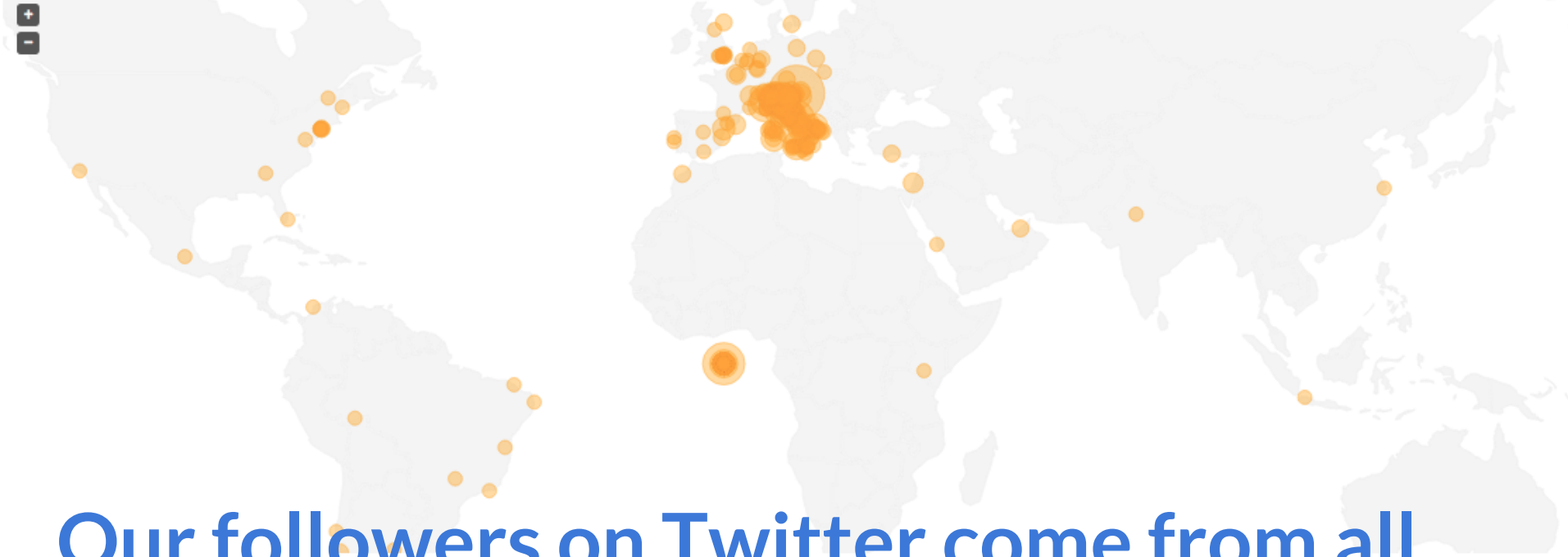
The size of the base of users, on Twitter, is very important: each time that we publish a tweet all our followers potentially see what we share (instead of Facebook).

We are the second brand in Italy for the growing of followers and for the engagement.

The first one is Juventus, who won the championship in April.

Each month Blogmeter rank up top brands, which are categorized based on some guidelines: growing of fans, engagement, response time (fonte [Blogmeter](#)). It's the sixth time that Expo appears in Blogmeter ranks.





Our followers on Twitter come from all over the world. The origin reflects the one of Expo visitors.

**We tweeted 1,350 times in April.
Our tweets gained 20 million
impressions.**

**We covered all the important events
with 15 days of live tweeting.**

Our tweets generate some reactions.

We had 22,000 retweets and 43,000 tweets have been added to favourites.

Our goal , on Twitter, is to talk with users: for us these numbers are very important.

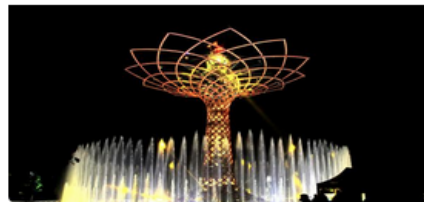
This is the best tweet of
the month.
It has been retweeted
1,213 times.

#TheOpening
Le luci dell'albero della vita

1.213 Retweets
1.082 sharing



#TheOpening. Le luci dell'Albero della Vita
sul sito espositivo di #Expo2015. Domani si
parte. Vi aspettiamo!

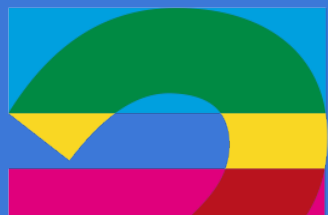


RETWEET
1.213

PREFERITI
1.082



Instagram



**@Expo2015Milano Instagram account
reached 90,000 followers.
We gained 39,000 followers in April.**

Instagram is the fastest growing platform.

This is the best post of the month, with more than 11,900 likes and hundreds of comments.



expo2015milano

Segui già

1 mese fa

Si accende l'Albero della Vita. Vi aspettiamo da domani a [#Expo2015](#)

The lights of Tree of Life. See you at [#Expo2015](#) from tomorrow.

👍 Piace a [plebanibeatrice](#), [giada.lina_26](#), [asleeporawake](#) e altre **11.9k** persone.



elizaparadize

@annarparad



jadiyetu8

Molto bello 👍



flamidema

@tizianorock studia così magari non fai figuracce!!



tizianorock

@flamidema Ahah spettacolo 😊



i100selecteditalianfood

Che meraviglia 🙌🙌🙌🙌🙌



maryam_taheri

@pasha_navadeh aalie in



the_real_couple

Wit warden mo men

Expo 2015 Social Media Team

[Contacts](#)

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