

Expo 2015

Social activities report

Inauguration and May 2015

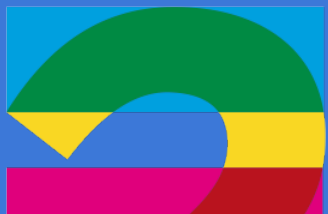
Expo 2015 opened the 1st of May. What have been the social media team activities during this month?

Each month we publish a report of our activities.
This one, in particular, contains the activities during the opening
days.

Expo 2015: from editorial to relational.

The inauguration of Expo 2015 changed our way of working. Until yesterday we had to create in house contents. Now Expo 2015 has opened: every day hundreds of people, different contents. We can reduce our contents and start to give value to what is created by the participants.

Expo 2015 Opening



The opening has been a massive event on social networks.

Between 29th april and 4th May 330,000 conversations happened on Twitter, with #Expo2015 hashtag.

The launching tweet has been re-published by 300 users among Partners, Countries, NGOs, VIPs

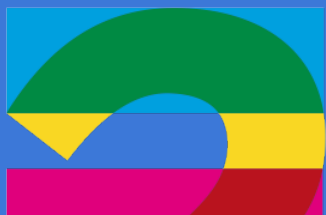
Total visibility: 3 Millions users



The volume of tweets has remained very high for 4 days



Facebook



This month we gained 255,000 fans on Facebook, reaching 1.65 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.

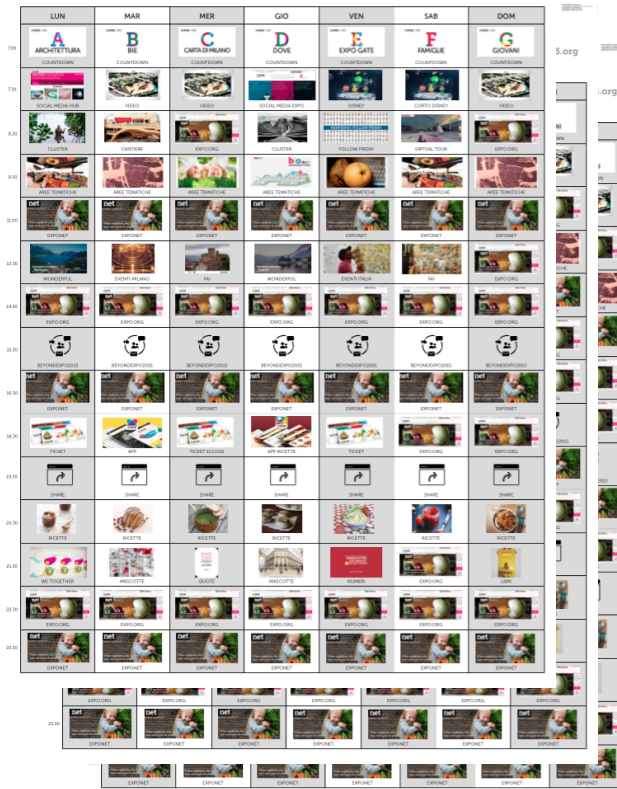
It's more important that contents are seen by as many people (reach) as possible and that users answer and comment (engagement).

This month we posted 41 contents daily. (total 1,234, 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.



Expo 2015 is a collective event: we give space to Participants' contents.

Every day we share magazine Expo.net, Participant Countries, Partners, Ambassadors, NGOs and third parts' contents.

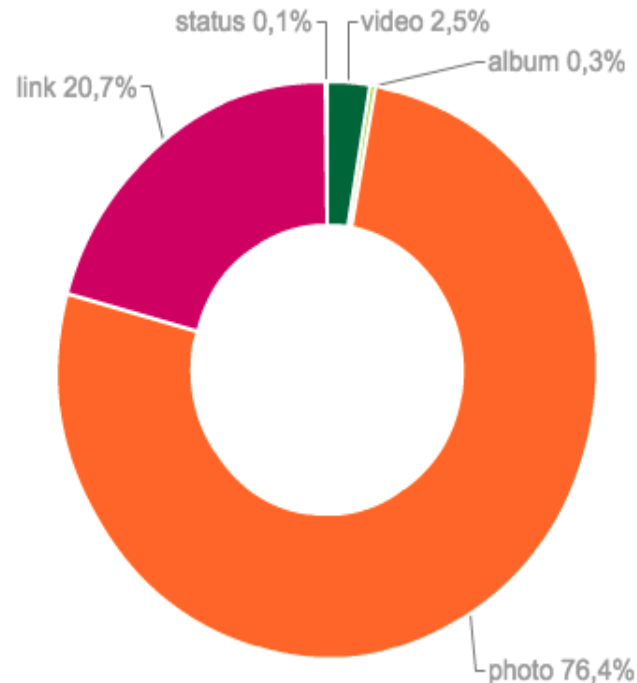
14.30			
	EXPO.ORG	EXPO.ORG	EXPO.ORG
15.30			
	BEYONDEXPO2015	BEYONDEXPO2015	BEYONDEXPO2015
16.30			
	EXPONET	EXPONET	EXPONET
18.30			
	TICKET	APP	TICKET
19.30			
	SHARE	SHARE	SHARE

**It has been an outstanding month.
We have received 1.2 million likes on
posts and 120k shares.
We have read and moderated more
than 30k comments (1k at day) and
thousands of direct messages.**

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

All the posts we publish contain at least one picture.

Whenever possible (5.2%)
we also publish videos.



Photographic contents and videos work much better on Facebook.

The institutional video ad of Expo has reached 15 million people and was seen 6.6 million times.



Expo 2015 Milano

Page Liked · April 30 ·

#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.

Tag Video Add Location Edit

6,658,083 Views

Unlike · Comment · Stop Notifications · Share ·

Feature this video

Expo 2015 Milano, Charo Montalván Ordóñez, Chiara Cunego, Letizia Cazzaniga and 183,513 others like this.

31,239 shares

View previous comments 356 of 5,711

This is the best post of the month: the photogallery of Pavilions by night. It has been seen by 1.5 million people, without advertising

“#EXPO2015 | PADIGLIONI

Ecco i Padiglioni di Expo2015 di notte, illuminati”

43,000 likes

5,000 sharing

1,5 million reached people



Expo 2015 Milano added 22 new photos.

Published by Roberto Bianchi [?] · May 1 ·

#EXPO2015 | PADIGLIONI

Ecco i Padiglioni di Expo2015 di notte, illuminati.



1,492,992 people reached

Boost Post

Like · Comment · Share

👍 Ferri Jenat, Roland Arpagaus, Chantal Bauwens Auteurs and 43,695 others like this.

➦ 5,574 shares

Everyday, on Expo Facebook page,
there are 150k people that interact with
us* and 4.2 million people that see our
contents**.

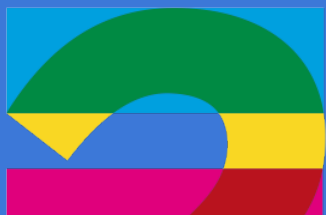
* Daily page engagement

** Daily total reach

Expo contents, in May, have been seen on Facebook 34 million times*.**

*** 28 days total impressions

Twitter



**In May we exceeded half million users:
@Expo2015Milano reached 558k
followers (+15%) on Twitter.**

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).



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

We tweeted 1,890 times in May.

Our tweets gained 22 million impressions.

We covered all the important events with daily live tweeting.

Our tweets generate some reactions.

We had 28,000 retweets and 58,000 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 1,011 times

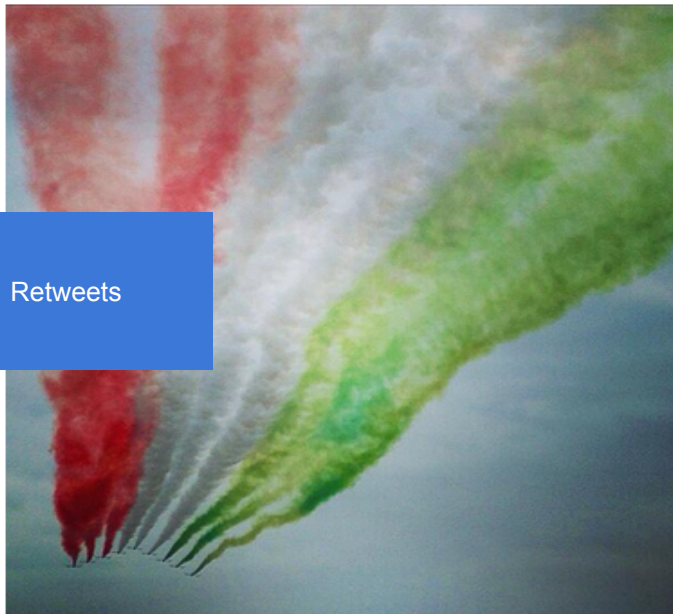
Le @FrecceTricolori in volo
sul sito espositivo

1,011 Retweets
961 sharing

 Expo Milano 2015
@Expo2015Milano

Le @FrecceTricolori in volo sul sito espositivo. Buona #Expo2015 a tutti!

← ↻ ★ || ...



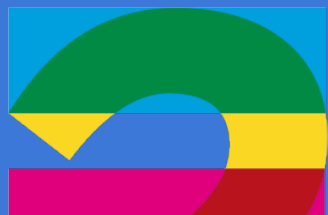
1,011 Retweets

RETWEET
1.011

PREFERITI
961



Instagram



**@Expo2015Milano Instagram account
reached 150,000 followers.
We gained 80,000 followers in May.**

Instagram is the fastest growing platform.

We publish about 6 photos at day, giving space to users' contents.

	LUN	MAR	MER	GIO	VEN
10.00	 OASI WWF	 WONDERFULEXPO	 MILANO	 EVENTO A MILANO	 FAI
12.00	 FOOD: REPOST PAESI	 WORLDRECIPES.EXPO2015.ORG	 FOOD: REPOST PAESI	 WORLDRECIPES.EXPO2015.ORG	 FOOD: REPOST PAESI
14.00	 #WEEATTOGETHER	 #WEEATTOGETHER	 #WEEATTOGETHER	 #WEEATTOGETHER	 #WEEATTOGETHER
16.00	 TICKET	 QUOTE	 LIBRO	 APP	 NUMBERS
16.30					
18.00	 FOODY	 NET	 FOODY	 ARTS&FOODS	 CORTI FOODY

This is the best post of the month on Instagram, with more than 10k likes and hundreds of comments.

It's almost identical to the April's post with more likes: people love the Tree of Life.



expo2015milano

Una settimana fa

Suggestivi spettacoli di luce e acqua
l'Albero della Vita!

Enjoy the water and light shows of t
#Expo2015!

Repost @carobalducci



Place a [ire_and_deni, music_for_all_lif](#)
altre 10.7k persone.



passodalcielocarmine

Che meraviglia!



jorgearthur

@pambotelho árvore da vida



gaetano_sassanelli_

Lo amo



giusicicatelli

@grplss92 l albero della vita! ♥



unahotels

@expo2015milano love this! ♡



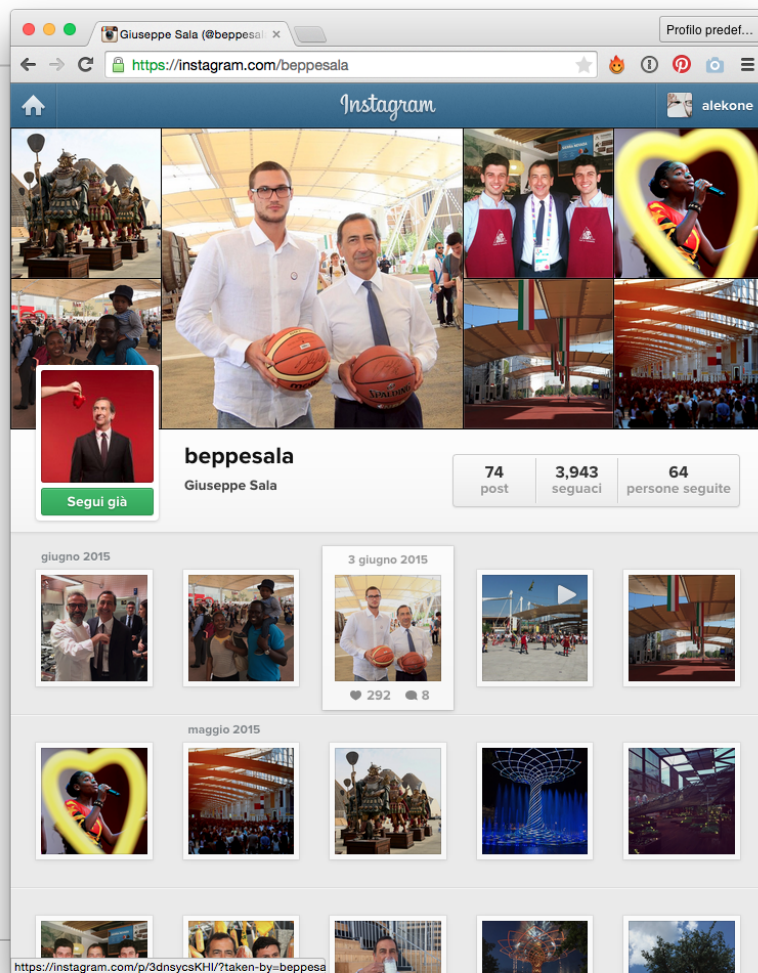
nory210263

@unahotels si la vita raccolta in un alb

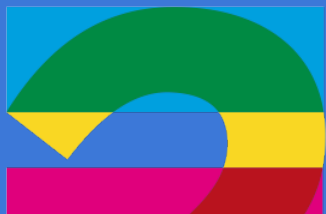


Lascia un commento...

May 1st, Commissioner of the Italian Government for Expo, Giuseppe Sala joined Instagram with his personal account @beppesala



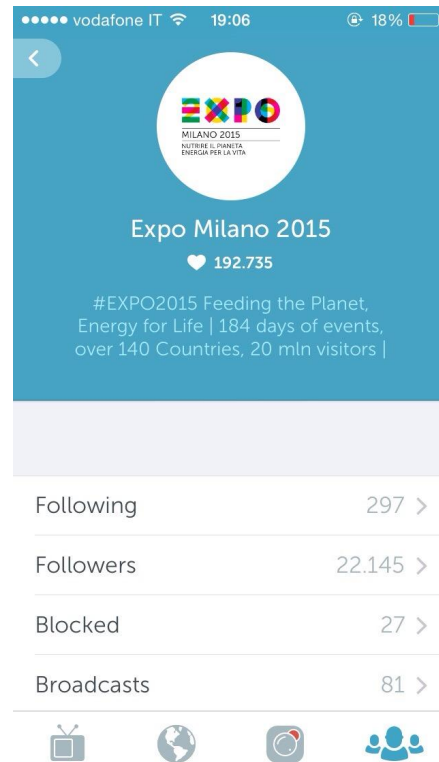
Periscope



Since May 1st we added Periscope, the platform of live streaming to our activities.

71 videos live-streaming have been recorded:
more than 2 a day.

The average is 250 live-viewers for each streaming.



The most followed video has been the Opening ceremony (850 live viewers).

The most popular themes have been "1 minute in" and concerts/performances.

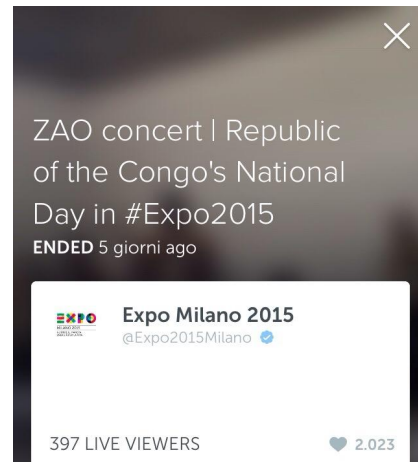
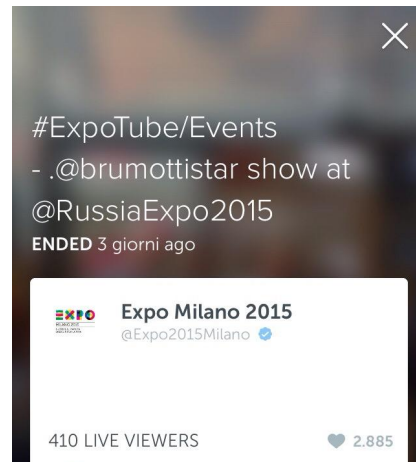
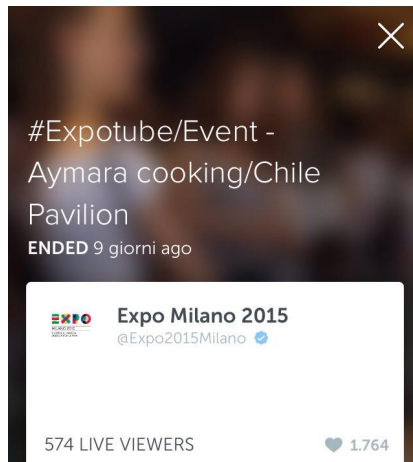
Many viewers showed interest in the two videos shot at Coca Cola Pavilion.

Some examples

Brumotti show at Russia Pav - 410 live viewers

Zao Concert - 397 live viewers

Aymara Cooking at Chile Pav - 574 live viewers

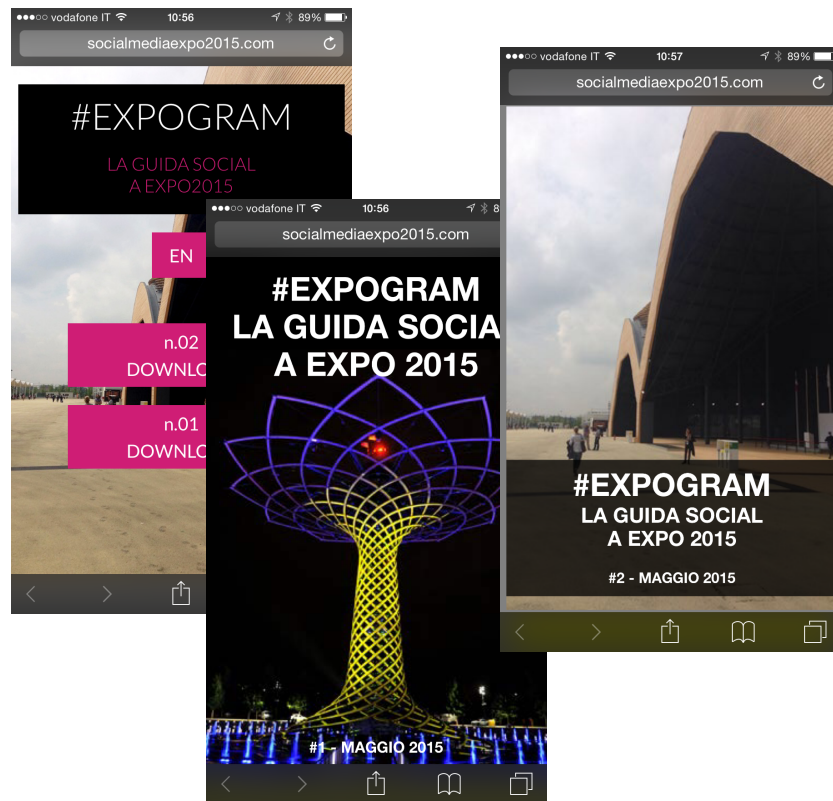


Expogram

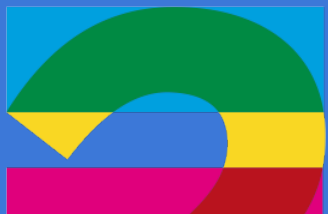


Since the beginning of May, two guides have been created and published (#Expogram), downloaded more than 6,000 times.

The pdf guides, created with contents of users with hashtag #expogram, have been published in PDF (optimized for mobile visualisation) and you can download them: <http://www.socialmediaexpo2015.com/expogram/>



Social media days



In May we realized the first two Social Media Days, with about 100 participants among bloggers and influencers.

Expo 2015 Social Media Team

[Contacts](#)

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