

Expo2015

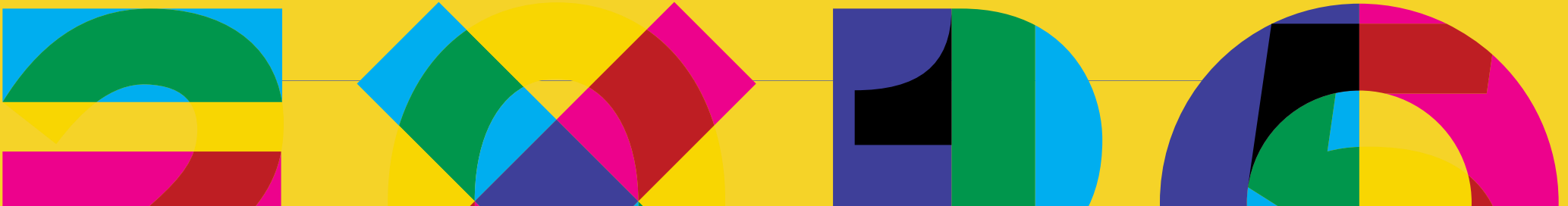
Social media report

December 2014



01

Facebook



**Facebook page is
growing so fast.
On Facebook, in November,
we had 460,000 fans.
In December, we reached
a total of 913,000 fans.**

Expo has lots of contents to share everyday.

In December, we posted 14 times daily, for a total of 227 Italian contents and 205 English contents.

The agencies publish 1.2 contents at day on Facebook, in average.

Facebook fans appreciate our contents.

We gained about 650,000 likes on posts and 50,000 sharing.

Users' reactions, for us, are the most important numbers

Are you interested in numbers? Here is what happened, in December, on Facebook.

**Each day:
107,000 involved people
in average**

**1.3 million people saw
contents of the page**

**3 million of views for
contents of the page**

In November, we have been the top brand for fans growing, in Blogmeter rank.

We are sure to repeat this goal also in December, because of the growing numbers.

**“The brand that beats
all the others, for the growing
fans number,
is Expo 2015 Milano.”**

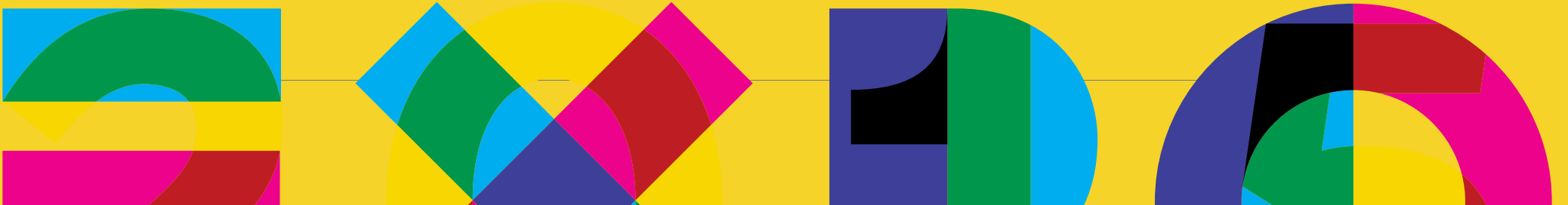
- *Blogmeter*

source: <http://www.blogmeter.it/blog/social-analytics-blog/2014/12/12/top-brands-facebook-twitter-12/>

We are using Facebook Advertising to reach as many people as possible and to promote contents.
In particular, we focused our work in the promotion of tickets' campaign, in December.

02

Twitter



Twitter is growing quickly and constantly.

In December our followers have grown from 230,000 to 270,000 (+17%)

**We published 1,823
tweets from
@expo2015milano.
We do live tweeting of all
the most important events.
Our tweets reached
9.3 million impressions.**

Our tweets generate reactions.

We gained 16,000 retweets and 14,000 tweets have been added as favourites.

**6,000 tweets mentioned
@expo2015milano,
in December,
reaching
45 million users.**

**We try to answer
to the majority of
requests.**

**In December we gave
1,509 answers
to users' tweets**

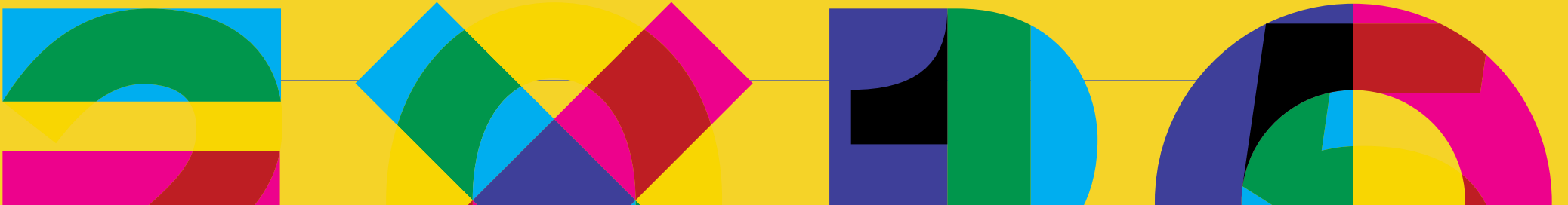
#expo2015

In December, the hashtag #expo2015 generated about 46,000 tweets, which have been seen by 424 million of users.

@expo2015milano is the brand that increases the most on Twitter, in Blogmeter rank in November. We are at 4th position for engagement.

03

Instagram



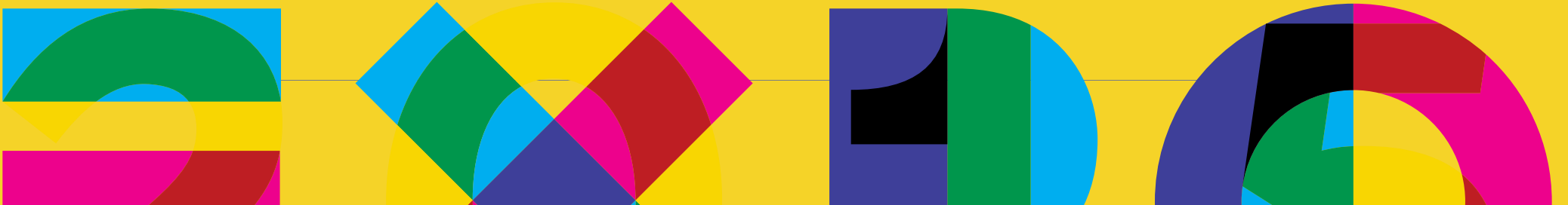
**On Instagram, Expo 2015 has two accounts, that share different contents:
@expo2015milano and @expoVintage (this one for historic photos).**

**Instagram account
@expo2015milano has
20,930 followers.
We gained about
7,200 followers in a month**

**On Instagram
we posted 143 images and
we gained 74,000 likes and
comments.**

04

Pinterest



Pinterest has a constant growing.
We have 8,997 followers from about 200 in April.
This month we reached 9,551 shared images.

05

Events



**In December
we organized 7 legs
of Expo Tour and a workshop
in Expo Gate.
The participants of
events have been 50 people,
in average.**

06

Conclusions



**Also in this month
we had a considerable
growth on all
social channels.**

913,000
Facebook

270,000
Twitter

23,000
Instagram

8,097
Pinterest



Expo 2015 Social Media Team

Credits

Susanna Legrenzi e Stefano Mirti
Direzione e Strategie

Franz Gorla
Digital Art Director

Alessandro Mininno
Senior Consultant Web Marketing

Contatti
socialmedia@expo2015.org