

THE SOCIAL R-EVOLUTION

Should the Public Administration have a placement on social media?

INPS IN A FEW NUMBERS



WE ARE
THE ITALIAN SOCIAL
SECURITY INSTITUTE

E-GOVERNMENT



120

years of activity

882

facilities (offices, agencies,
customer points)

869

billions of total cash flow in
2017 (income plus expenditure)

100%

digital coverage of processes
and services

487

services available online

GETTING DIGITAL

PA is where the citizens are!

If they move towards digital spaces,
we must move too, in order to be
always **“CLOSE TO THE PEOPLE”**.



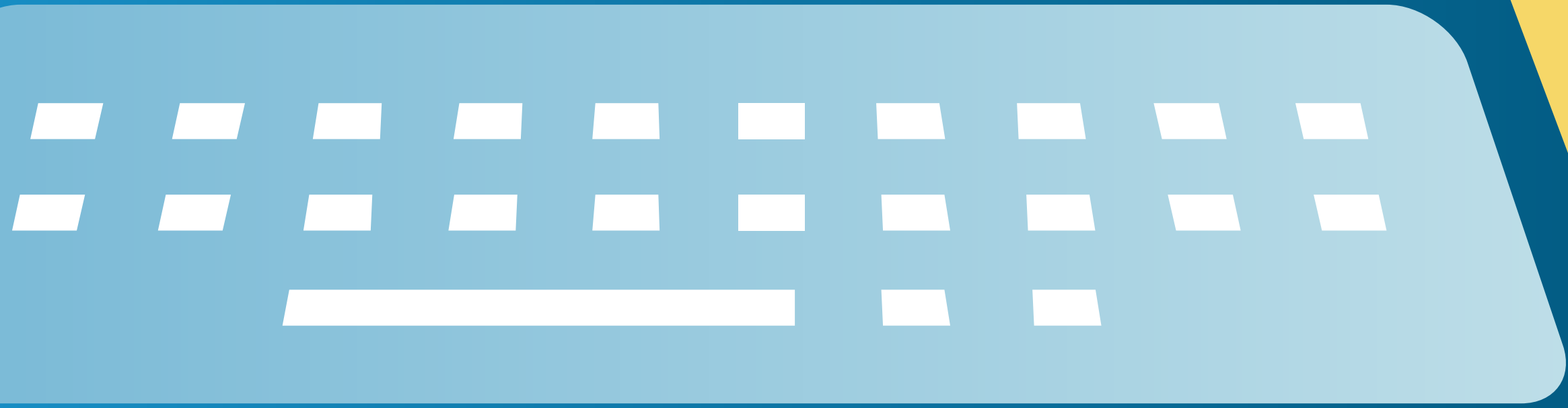
Tutti i servizi



Trova la prestazione



Entra in MyINPS



GETTING SOCIAL



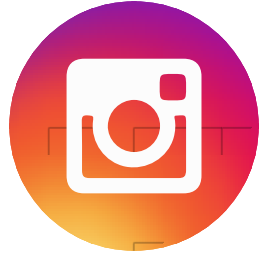
4 pages on Facebook



1 account on Twitter



1 page on LinkedIn



1 account on Instagram



1 account on YouTube

375.000 total followers

1,5 millions monthly organic reach

The illustration shows a man with a beard and glasses sitting at a white desk with a computer monitor and keyboard. A red callout box points to the text '375.000 total followers'. To the right, the text '1,5 millions monthly organic reach' is displayed. The background features a light blue wall and a yellow ground area.

GETTING MOBILE



Inps Mobile

users can access to several services directly from their smartphone.



Inps Press Office

users can read press releases, official documents and some other content.



Inps Multimedia Museum

users can have insights about INPS historical and artistic heritage.



SOCIAL MEDIA? YES WE DO!

We inform and listen to citizens' needs and we boost a shared and fully transparent dialogue with them.

All our social accounts address to different but specific targets, according both to the social media platform's technical features and to our strategy.

Let's see how we do that!



FIRST OF ALL

KEEP THE TARGET

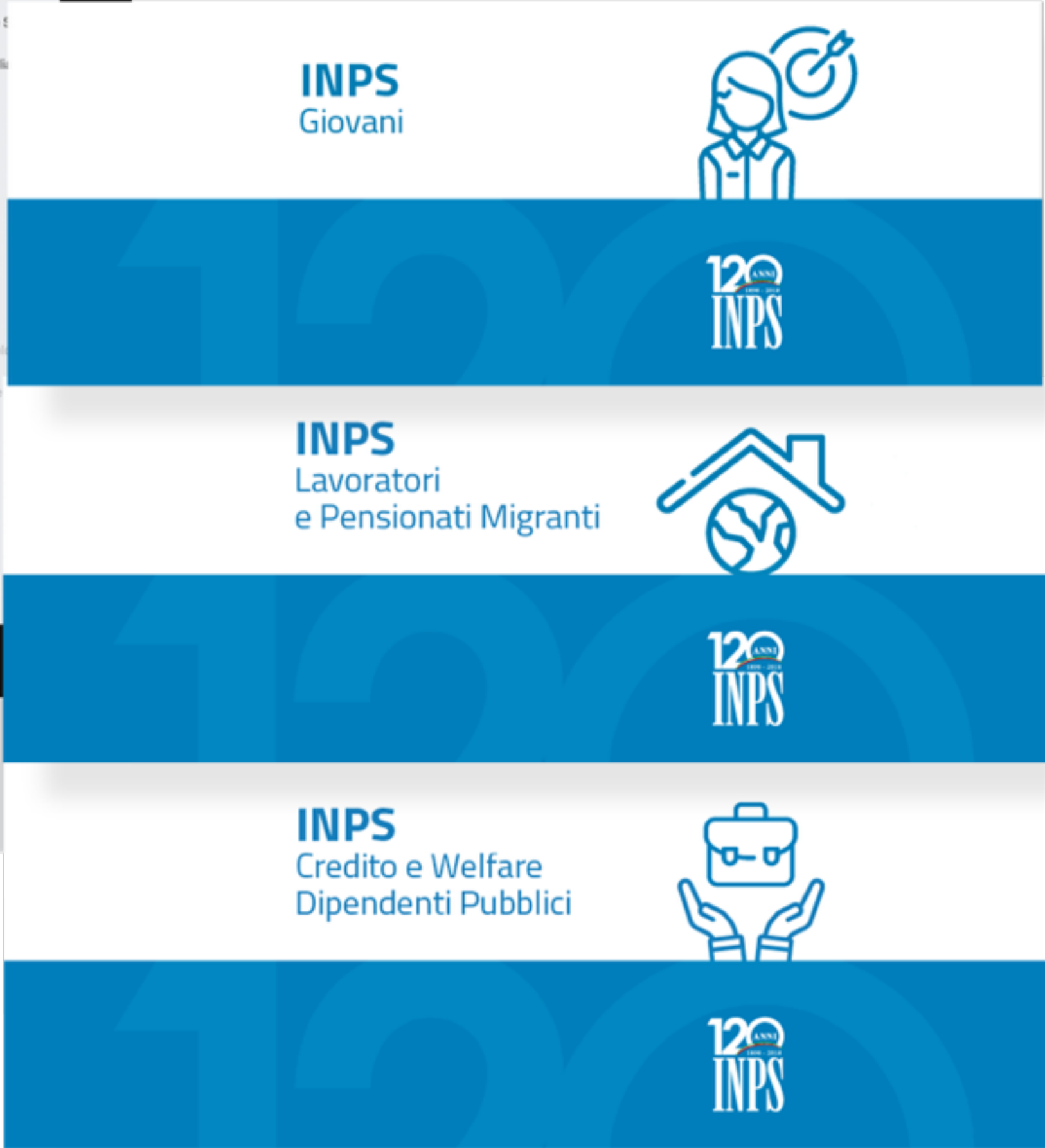
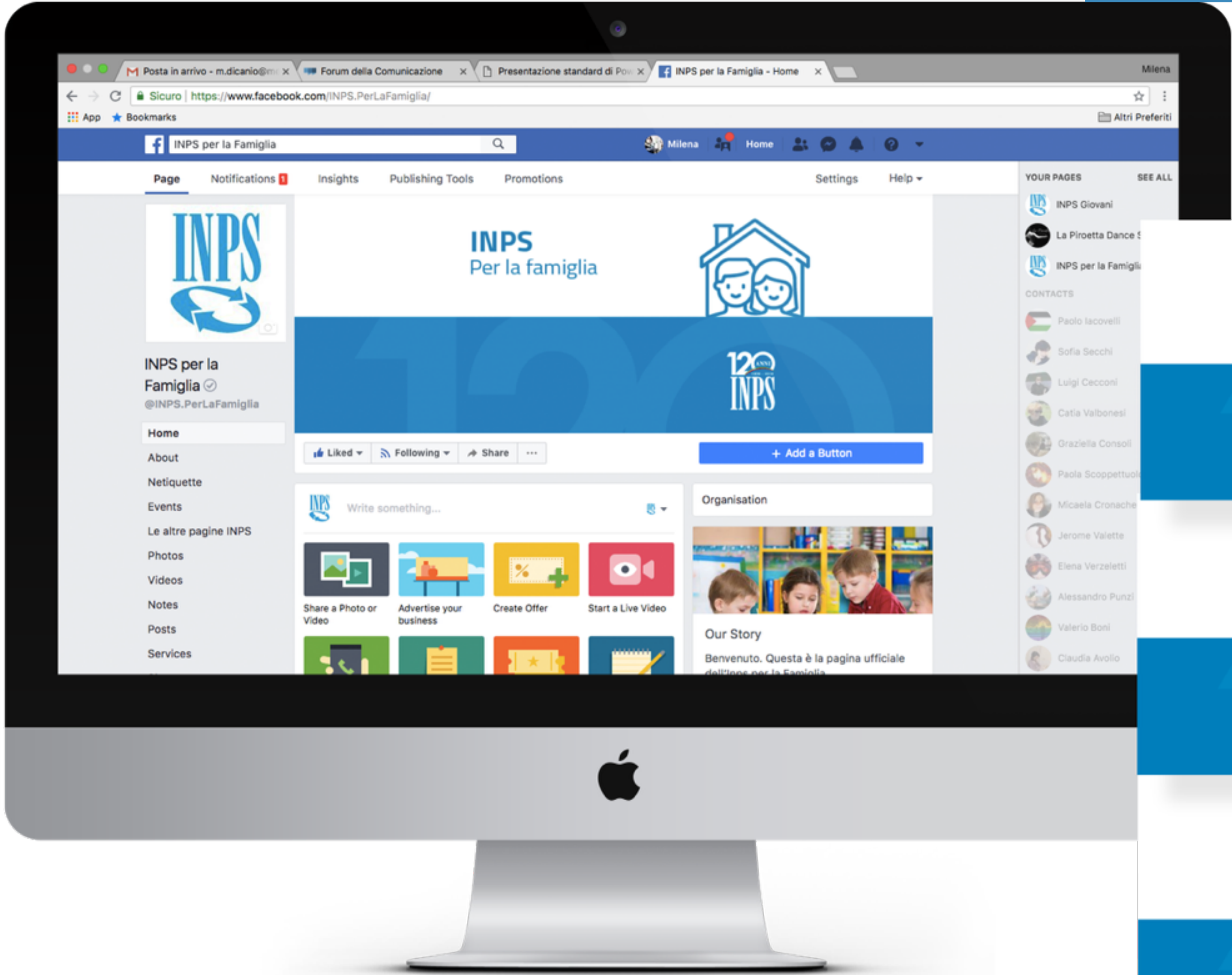
CONTENT STRATEGY

We have a huge and diverse core target. The way we use to reach it is giving people the information they want in the “shape” they are more familiar with.

We call it Info Diversification!



CONTENT STRATEGY



CONTENT STRATEGY

Info diversification means giving to each target the information they need in a suitable way.

That's why we use some "visual hashtags" to apply a functional target segmentation.

In this way each part of the core target knows if to focus on that piece of information or not!



AddettiAiLavori



CONTENT STRATEGY



Francesco Nespoli @FranzNespoli · 28 dic 2018

Interessante l'uso dell'hashtag **#addettialavori** da parte di **@INPS_it** per segmentare il pubblico della sua comunicazione su Twitter. **#PAsocial**



INPS  @INPS_it

#inpscomunica #addettialavori Sgravio contributivo per contratti collettivi aziendali contenenti misure di conciliazione tra vita professionale e vita privata. Conclusione procedura di attribuzione beneficio a...

And they really appreciate it!



Info Diversification also means addressing a wider target, that's why content must be suitable to a main stream media coverage too.

IN PENSIONE PRIMA ECCO COME FARE LA DOMANDA PER QUOTA 100

19:11 ULTIM'ORA **SEA WATCH STRASBURGO: SI ASSISTENZA, NO SBARCO**

- Twitter
- Google+
- LinkedIn
- Pinterest
- Email

pubblicazione della circolare illustrativa delle nuove disposizioni".



INPS @INPS_it

#InpsComunica #Quota100 Pubblicate le indicazioni su come presentare domanda per la pensione anticipata. Tutte le info qui bit.ly/2Sdkit0

12 12:50 - 29 gen 2019

Visualizza altri Tweet di INPS

prodotto da GOOD MORNING ITALIA

Bloomberg



We Are Very Confident in Our Guidance, Says Wizz Air CEO

Brexit Will Likely Split BOE Policy Makers on How to Respond

Nasdaq Battles Euronext With Rival Bid for Norway's Oslo Bors

Per il Reddito, a proposito di tempistica il vicepremier Di Maio ha descritto i prossimi "tre step". La settimana prossima sarà online un sito che spiegherà

CONTENT STRATEGY

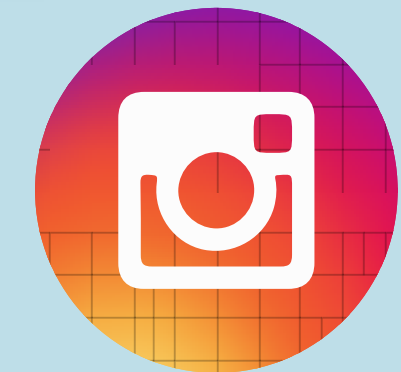
Facebook is the social square people is starting to be annoyed of, but it is still “the big one”, where they ask, make comments, complain, ask again, say thanks!



Sometimes people who leave from FB meet us on **LinkedIn** the place for professionals and for everyone who seeks for information without “rumors”



Instagram spreads the visual information for young people



Twitter is our loudspeaker toward everyone



YouTube, the information you watch at



THEN

MATCH THEIR NEEDS

FORMAT FOR A SOCIAL PA

Social media are affected by overloading information, that's why we use format to:

- catch the attention
- simplify difficult concepts
- trigger call to action

Small content is just the tip of the iceberg but it matches the need of being “short and correct”



FORMAT FOR A SOCIAL PA

You can ask for the **Bonus Mamma Domani** even if you have a renewable residence permit.



Apply for the **Bonus Mamma Domani.**



The **Bonus Mamma Domani** addresses all mothers living in Italy who had a baby or will have a baby between the 1st of January 2017 and the 31st of December 2018.



FORMAT FOR A SOCIAL PA

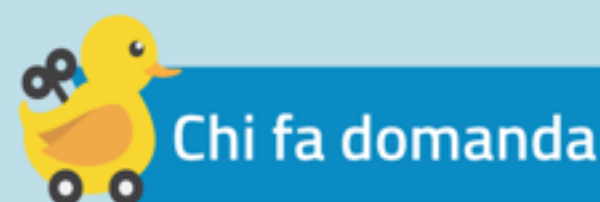
Nursery bonus

BONUS NIDO 2018



Cos'è?

Un contributo per il pagamento di rette per la frequenza di asili nido pubblici e privati



Chi fa domanda

Il genitore di un minore nato o adottato dal 1° gennaio 2016 in possesso dei requisiti richiesti



Quando

È possibile fare domanda fino al **31 dicembre 2018** attraverso il servizio dedicato online

BONUS NIDO 2018

Per presentare domanda

- 1 - Controlla requisiti e documentazione su **www.inps.it**
- 2 - Indica le mensilità per cui vuoi richiedere il contributo comprese tra gennaio e dicembre 2018

BONUS NIDO 2018

Per presentare domanda

- 3 - Allega l'avvenuto pagamento del primo mese di frequenza
- 4 - Allega l'avvenuto pagamento delle altre rette entro e non oltre il 31 gennaio 2019 per ottenerne il contributo di 90,91 euro per ogni retta pagata superiore a tale cifra.

INPS



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FORMAT FOR A SOCIAL PA

Small content is a trigger to call to action, drives people to deeper explanation and builds network as in the following examples

“Check the infographics on Instagram”



Want to know more about the “Nursery bonus?”



“Check it on our website”



“We’ve just published a short article on LinkedIn”

“Click here to know more”



LAST BUT NOT LEAST
LISTEN TO YOUR TARGET

SOCIAL LISTENING

Dal minuto **7.09** a **10.43**

SOCIAL LISTENING

Your target will never speak to you on social media if you don't reply.

That's why we reply to all comments we receive on all our social media accounts.

Community management is our flagship!



SOCIAL LISTENING



ACTA in Rete

@actainrete

Segui

Abbiamo la circolare! Grazie a tutte le mamme #freelance che non mollano mai. Grazie @elisa814_pr @miriambertoli e tante altre. E grazie anche ai comunicatori (alle comunicatrici?) di @INPS_it 😊



INPS @INPS_it

#InpsComunica #GestioneSeparata #FreeLance Indennità di maternità o paternità e congedo parentale a prescindere dall'effettiva astensione lavorativa in favore delle lavoratrici e dei lavoratori iscritti alla Gestione separata @actainrete bit.ly/2K8uRHs

17:12 - 16 nov 2018

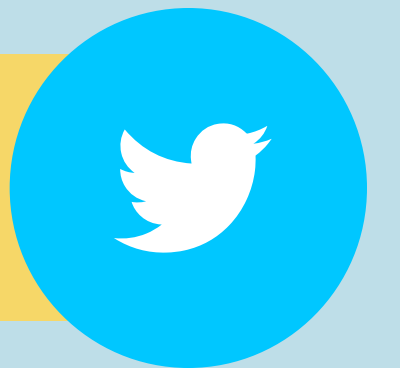
20 Retweet 36 Mi piace



3 20 36

This is an example of how we managed a “tweet bombing” on our Twitter account following some strategic steps.

All the thread here!



Twitta la tua risposta



INPS @INPS_it · 19 nov 2018

In risposta a @actainrete, @elisa814_pr e @miriambertoli

Ovviamente comunicatrici ;). Grazie a voi per il dialogo e lo scambio, sempre civile e corretto, che ci ha permesso di comprendere meglio la situazione e, per quanto per noi possibile, di facilitarne l'esito. Sempre a vostra disposizione #InpsInascolto

3 9

SOCIAL LISTENING

Our tips for social monitoring and moderation

- 1 listen and understand the target's need/
requirement/complain
- 2 wait and obtain all the information about the case
- 3 enter the conversation once you are almost aware
of all the elements to reply
- 4 reply showing empathy but don't forget you are
representing the Public Administration!



TEAMSOCIAL

