

Sixty-sixth Plenary Session of the Conference of European Statisticians

S1. Strategic Communications

Seminar II.

Getting our message across: Strategic reflections on modernizing statistical communication

Key takeaways from case studies

1

New focus

NSO point of view



User-centric



- Accessible information
- User friendly websites
- Simpler language
- Target more audiences

2

Branding NSOs as
information suppliers

Many players



NSOs without
monopoly



- Brand quality and accuracy of official statistics

Key takeaways from case studies

3

Communication channels

Traditional



New



- Social networks allow new audiences
- More visual content

4

Two-way communication

New channels



Interaction with users



- Data dissemination is where communication starts
- Interaction provides insights about users

Key takeaways from case studies

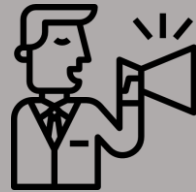
5

Modern marketing strategies

Provide information



Promote the use of information



- NSOs must “market its products and services”

**Final
thoughts**



Communication strategies must be aligned with NSOs' vision ...

... communication tactics must evolve according to the environment

If NSOs do not adopt a professional communication, they will not fulfill their mission

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