Modernization Committee on Products and Sources:

Survey of National Statistical Offices on communication and promotion activities: First Results

Joint Workshop on the Communication of Statistics and Statistical Data Collection
Washington D.C., United States of America, 27 April – 1 May 2015
The explosion in freely available data worldwide presents both threats and opportunities for NSOs to:

- Maintain relevance
- Highlight the value of official statistics
- Identify and address the weaknesses
- Showcase good examples of communication initiatives

NSOs have a common interest
NSOs’ best practices are worth sharing!
Collaboration opportunities are there
Activities on Communication, Branding and Outreach

- MC produced two papers and a presentation:
  - 'Marketing the NSO value proposition – a call to action and examples of good practice' Paper 62nd CES, Paris April 2014
  - 'Communicating the NSO value proposition – ensuring that official statistics is a well recognized brand' Paper & presentation UNECE Work Session on the communication of Statistics, Geneva June 2014

- Conducted Survey of National Statistical Offices on communication and promotion activities
- Preparing a Follow-up Survey on specific projects in communication, branding and outreach
- Planning Inventory to share experiences and to facilitate collaboration

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Survey on Communication and Promotion Activities

- Joint MC activity, lead by Richie McMahon (IE) and Jean Watt (NZ), inputs from Barteld Braaksma (NL), Luz Seoane (UN) & other MC members
- CES – HLG Activity
- Created by MC Products & Sources
- Secretarial support by UNECE
- Coordinated with DISSCOM
- Consultation with specialists at various NSOs (e.g. AU, CA, NL)
- Designed by CSO Ireland
- Sent out by UNECE
Survey on Communication and Promotion Activities

- Sent out 19 February 2015 to (reminder 20 April):
  - Heads of International Relations Department of: NSOs in UNECE region and members of the Conference of European Statisticians
  - Heads of Statistics Departments of International Organizations
  - Cc. to participants of the 2013 and 2014 Work Session on the Communication of Statistics

- Responses by 22 April: 39
  - **36 NSOs** (Armenia, Austria, Azerbaijan, Belarus, Canada, Czech Republic, Colombia, Croatia, Denmark, Estonia, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Montenegro, Netherlands, New Zealand, Norway, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Turkey, United Kingdom & USA Census)
  - **3 IOs** (Eurasian Economic Commission, Eurostat, World Bank)
<table>
<thead>
<tr>
<th>Name of the activity</th>
<th>Department/s involved</th>
<th>Link to the section within your webpage (where applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures for students/schoolchildren</td>
<td>Editorial, Board and Regional Statistics</td>
<td></td>
</tr>
</tbody>
</table>

### 4. Formal communications / promotion strategies
Please indicate if you have any of the following communication / promotion strategies within your organisation.

<table>
<thead>
<tr>
<th>Type of strategy</th>
<th>If Yes, insert Y</th>
<th>If No, insert N</th>
<th>Additional information (e.g. links or any information that you feel is relevant)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General communications strategy</td>
<td>Y</td>
<td></td>
<td>The strategy is reflected in the Strategic Communications team work plan for 2014/15.</td>
</tr>
<tr>
<td>Marketing strategy</td>
<td>Y</td>
<td></td>
<td>The strategy is reflected in the Marketing team’s work plan for 2014/15.</td>
</tr>
<tr>
<td>Customer data user strategy</td>
<td>Y</td>
<td></td>
<td>The strategy is encompassed within the organisation’s Customer Focus project. Through this we aim to understand our customers’ needs and provide the products and services to meet those needs via appropriate channels. As well as provide a consistent customer experience across all touch points in all channels.</td>
</tr>
<tr>
<td>Press releases and public media strategy</td>
<td>Y</td>
<td></td>
<td>The release calendar, embargo process, and the drive to make more of our regular releases sums up the strategy.</td>
</tr>
<tr>
<td>Publications strategy</td>
<td>Y</td>
<td></td>
<td>A number of policies together make up our strategy e.g. Policy for the Release of Statistics, Publishing Policy, Official Publications &amp; Research Papers, and Revisions Policy.</td>
</tr>
<tr>
<td>Website strategy</td>
<td>Y</td>
<td></td>
<td>Our web strategy is outlined on the <a href="#">about the site</a> webpage of our website.</td>
</tr>
<tr>
<td>Social media strategy</td>
<td>Y</td>
<td></td>
<td>The strategy is split into two – an overarching approach on how Statistics NZ should conduct itself on social media, and an actionable yearly plan which at a high level describes what content will be posted on our social media channels.</td>
</tr>
<tr>
<td>Supplier/Respondent strategy</td>
<td>Y</td>
<td></td>
<td>The strategy provides direction on how Statistics NZ can improve the experience of survey respondents. It sets out a vision for how we will interact with respondents in future, improving their experience by focusing on five key themes.</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If Yes, please provide details:
- Launch of national Outreach campaign in preparation for the 2016 Census
- Census Teachers’ Kits (for high school level as well as for teachers of French and English courses for new immigrants to Canada)
- More engagement with journalists: information sessions on how to use and interpret statistics; presentation of findings on cross-cutting policy issues in news agencies locations
- More outreach to business and community associations for ongoing survey programs
- Preparation for StatCan’s centennial year-long celebrations (1918)
Most relevant current communication and promotion activities

- Many different type of activities were reported
  - Most frequent: **Press releases & conferences**
  - Other frequently listed: Twitter and other **Social Media**
  - Communication with **pupils and students** & statistical literacy
  - Media activities and media relations

- Other common areas of interest: Publications, renewal/redesign of website, providing customized data sets

- And many more e.g.: Diffusion of Open data, User conference, Professional Diploma of Official Statistics for Policy Evaluation, Newsflash in focus, E-Learning, Statistics map application, Data visualisation....
What new activities have you planned?

- Outreach & statistical literacy for children and students [11x]
- Improve website (e.g. more interactive) and mobile version or apps [10x]
- Activities on Social Media (e.g. Facebook, Twitter) [8x]
- Promotion of Census (incl. for permanent and register based) [5x]
- User conferences or user surveys [4x]
- Other:
  - 70 or 140 year existence of NSO
  - Develop infographics
  - Promote modernisation of statistics

- Opportunities to collaborate and to learn from each other

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Formal communication and promotion Strategies (number of respondents)

- General communications
- Social media
- Publications
- Press releases/public media
- Website
- Customer/data user
- Supplier/respondent
- Marketing

Exist vs. Planned
Strategies: the way forward

- 25% does not have a general strategy and the several (30-70%) not in the specified areas

- Other Strategies:
  - Big Data
  - Open Data
  - Access to micro data
  - Internal cooperation
  - Ethical Code Staff
  - Dissemination (often included in publication strategy)

- Technology and societies change: continuous adaptations necessary

- Opportunities for collaboration and learning from experiences
Market and Public Opinion Research

- No market and public opinion research: 6 respondents
- (Partly) Carried out by external parties: 15 out of 39
- Type of users researched (number of respondents):

![Bar Chart]

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Branding of Official Statistics

- All NSOs had a logo or corporate publication style
- Nearly all require the NSO referenced as the source
- About half brand their outputs as quality assured
- Number of countries that have:

<table>
<thead>
<tr>
<th>Quality Assurance Type</th>
<th>Number of Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Quality Statement</td>
<td>20</td>
</tr>
<tr>
<td>Different Quality levels distinguished</td>
<td>15</td>
</tr>
<tr>
<td>All outputs Quality assured</td>
<td>10</td>
</tr>
<tr>
<td>if no, Any output Quality assured</td>
<td>5</td>
</tr>
</tbody>
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What’s Next

- Initial Survey results:
  - More detailed analysis by Modernisation Committee
  - Information can be made available on a restricted UNECE wiki

- Follow-up Survey on Existing Projects and Planned Activities
  - Prevent duplication/inventing the wheel twice
  - Learn from good and bad experiences
  - Promote/Facilitate Collaboration

- Coordinate with related plans:
  - DISSCOM 2014 outcome report
  - CES Task Team on the Value of Official Statistics
  - HLG Task Team
  - Eurostat/UNSD/OECD/???
Help, Join, Share and Use

Follow-up Survey & Inventory of good practices and plans for collaboration, the Modernization Committee on Products and Sources welcomes:

- Suggestions
- You join our work!
- Update the inventory
- Use the results
- Collaborate