

CONFERENCE OF EUROPEAN STATISTICIANS

UNECE Work Session on the Communication and Dissemination of Statistics  
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Topic – Managing communication and credibility

**A new way of working with the website at Statistics Sweden**

Submitted by Statistics Sweden<sup>1</sup>

**Background**

1. On 1 January 2008 the new Communication Department was founded. The department is organised into four units: Customer Service, Marketing, Information and Publishing and the Editorial Office. In total, 64 people work at the Communication Department in two cities: Stockholm and Örebro.
2. We have gone from a decentralised, less effective way of working to a centralised process where different competencies are used and developed. Employees at the Communication Department have become specialists in their area.

**The website at Statistics Sweden**

3. On 2 February 2009 the new [www.scb.se](http://www.scb.se) was launched. The project for changing the website had been ongoing since 2007 and the base was a new web concept. Different users of the website were identified, so-called personas, and their use of the website was tested by user studies. The information on the website is now structured according to the needs of the personas, which makes it more usable and easier to navigate.
4. The main entrances on [www.scb.se](http://www.scb.se) are:

*Startpage*

The start page is dominated by a photo of people actually working at Statistics Sweden. The intention was to create a certain feeling when visiting the website, but it has also had a positive impact on the employees. There is a space for promoting seminars, another for press releases and a third that gives an overview on SCB. There are also spaces for quick figures and special applications.

*Finding statistics*

Here you find statistics and information on statistics. Different searches can be made, such as for regional statistics, international statistics and the statistical database. Different statistics have their own “product page” where all related information can be found.

*Products and services*

This is where you will find the products and services that Statistics Sweden offers when the regular presentation of statistics does not fulfil your information needs.

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*News and press*

This is the entrance for journalists and other media representatives. It is possible to subscribe to news from Statistics Sweden.

*About us*

Here you find information on Statistics Sweden, the system of official statistics, international cooperation and contact information.

**Working with the website**

5. Today we have different groups at the Communication Department working with publishing and presenting information on our website: *web publishers, web editors, translators, press service, web developers and marketing.*

**Web publishers**

6. There are five web publishers who work with the actual technical publishing on the website. They publish new information in the publishing tool EPI Server. The information includes tables and graphs, press releases and reports. The web publishers also plan the yearly publications in cooperation with those responsible for the statistics.

7. During 2008 and 2009 the web publishers have gradually been taking over the publication of all statistical products at Statistics Sweden. They have started with the yearly products and are presently taking over the quarterly ones. This means that the statisticians outside the Communications Department do not have to master the publication process, although they are still responsible for the contents and decide what statistics are to be published. They send their material in the format they choose (e.g. Word or Excel) and the web publishers do the converting and publishing.

8. For the databases the web publishers do the structuring and the publishing of metadata, also here in cooperation with the responsible statistician. The products' related staff loads the data into the databases.

**Press service**

9. A group at the Communication Department works with writing and editing press releases. They are also responsible for all communication and cooperation with the media.

10. The draft press release is placed by the web publishers on a common work surface on our server, the press service group work on the draft and after it is completed, they save it in the same place.

**Translators**

11. At Statistics Sweden we have two in-house translators who are involved in translating and proofreading information to be published on the English version of [www.scb.se](http://www.scb.se).

12. After the press service group is finished with the Swedish version they alert the translators who then start the translation. All translations of publications and press releases are to be ordered in advance by the responsible statisticians or the web publishers.

## Web editors

13. There are presently two web editors at the Communication Department who are responsible for the way we address the visitors to our website. Since over 96 000 pages were moved over to the new website in February, a large initial job for the web editors is to go over [www.scb.se](http://www.scb.se) and see that it is consistent in language and tone. They write and edit new pages on the website.

14. The web editors can help statisticians and others who want to improve their product pages and they also initiate that kind of development themselves. Here, they work closely together with the web developers. Together with marketing people they can write news and marketing material that can be published on the start page. The web editors are also responsible for language guidelines.

## Web developers

15. A group of three people are responsible for the structure, layout and development of the website. They should always be contacted when someone at Statistics Sweden want to develop their product pages or somewhere else on the website. They can assist in developing new applications and web pages. One such example is Statistics Sweden's website for the EU Presidency beginning on 1 July 2009.

16. The web developers set up the requirements for the programmers to follow when it comes to development. Larger development projects include improving the search function, the interface and functionality of the databases and the publication calendar.

17. They also work with long-term planning of the website. Examples of questions right now are: How involved should Statistics Sweden be in the new www community? Should we chat, blog, be present on Facebook? How do we reach the next generation with our statistics?

## Other groups

18. There are also other groups at the Communication Department involved in working with the website:

### *Library*

The library is responsible for updating the general links

### *Customer Support*

Since the customer support group gets input from the user of our statistics and our website, they contribute with ideas on how to develop the site.

### *Marketing*

The Marketing Unit provides the directives on what to promote on the start page. They also support the web editors with the texts directed towards a certain target group.

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