Short discussion:
Your experience with executive blogs
Your experience with decentralized Twitter profiles
Workshop on the Communication of Statistics
Washington, D.C., April 27 - 29, 2015

A Strategic Approach to Social Media Strategy

Ulla Agerskov, Statistics Denmark
Strategy at launch:
- Primarily pull of *News from Statistics Denmark*
- No interaction
LAUNCH of REFORM PROCESS
JANUARY, 2014

"We are inward looking and too slow to react on political issues"

"Everybody should be involved"

"The aim is a more dynamic and outward looking institution"

STRATEGY 2020
Initiated March 2015
Finalized October 2015
STRATEGY 2020
Initiated March 2015
Finalized October 2015
January - May 2014

5 THINK TANKS ➡ 5 CATALOGS

- Working processes
- Economy
- Professional environment and analytical content
- Contact and interaction with our users
- Dissemination
Other input 2014/2015

Budget analysis (external consultant)

Peer review (by Eurostat)

Review by Dennis Trewin - efficiency, quality and the organization of statistical production
Learnings from a theoretical point of view

The Perfect Storm by Peter Svarre
The Perfect Storm by Peter Svarre

- Customized physical products
- Non-professionals create products
- Media, lexica, music, facts and figures
- Physical economy
- Digital Economy
- Tooth-paste, cars, furniture
- Banking, travel agencies
- Only professionals create products

THE PERFECT STORM
Broad consensus!

A need for a change - dissemination

We must:

• Strengthen our role in the public debate

• Increase our professionalism and the quality of our statistics

• Engage stronger with our users
August-November 2014
5 themes / groups

4 reports in November (subject 1-4)
1 appendix (social media)

1. Administrative simplification
2. Competences
3. Methods, Quality and Analysis
4. Dissemination
   • Social media (appendix)
Social Media Strategy

- Deliver relevant, objective and professional input and facts
- Upgrade existing conversations
- Advice on the use of statistics, results and conclusions

- The press
- Ministries and organizations
- Municipalities and regions

Elmeskovs blog
Social Media Strategy

- Deliver relevant, objective and professional input and facts
- Upgrade existing conversations
- Advice on the use of statistics, results and conclusions

- The press
- Ministries and organizations
- Municipalities and regions

Elmeskovs blog
TWITTER

1. Contribute with relevant and professional input in conversations on social media

2. Dialogue

3. Proactive approach: Content with relevant information, e.g. events and debates

4. Decentralized Twitter profiles

5. English Twitter profile
TILLYKKE TIL
DRONNING MARGRETHE
OG DE 138 ANDRE DANSKERE, DER FYLDER 75 ÅR I DAG
LinkedIn August 2015

1. Communication, HR and marketing
2. Newsletters and publications
3. Subsites
4. Employee engagement
5. Sharing of knowledge
ELMESKOV'S BLOG

1. Responds to critics
2. New methods
3. New statistics
4. News about statistics
5. New products
THE NEXT STEPS in 2015

General Dissemination and Communication strategy

- New procedures for release of statistics
- New structure for publications: web and visualizations
- New communication and press policy
- New plan for user surveys
- ICT-backup
- Proactive communication practice
STRATEGY
2020

99% digital

2015-2017

Proactive communication

Phase out Yearbook

Brand Journalists
WE MAKE THINGS HAPPEN
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