How do we reach the general public without losing our credibility?
Listen to what people and the media are talking about
This year we exported 41 tons of bananas to Spain...those given to Spain during yesterday’s game by #myteam not yet counted :)

#EuroBasket2017

In Slovene banana is also a blocked shot
Go outside “the box“

How much is your #towel – according to #DouglasAdams about the most massively useful thing an interstellar hitchhiker can have – worth? #TowelDay
Look for data on a specific (narrow) topic

Eggs in Slovenia

- 1.7 million laying hens
- 178 eggs consumption per person per year
- EUR 1.7 average price of 10 hen’s eggs
- 95% self-sufficiency rate

Export: Croatia, Austria, Hungary

Import: Lithuania, Italy, Latvia

Source: SURS

www.stat.si
Connect data from different statistical domains

World Bee Day (300 words article) =

- Agriculture
- External trade
- Consumer prices
- Household Budget Survey
- Name and place names statistics
- Other reliable sources
Use only official (quality) data

**Euro Bird Watch**

No official statistical data on the topic except name statistics
No knowledge of the quality of data
No additional knowledge at SURS needed to answer media questions

*Source: DOPPS BirdsLife Slovenia*
Does the event/topic have an impact on data?
The influence of Melania on Slovene tourism

There are 353 US citizens living in Slovenia; their number increased by 117 since 2011.

In 2016 tourists from the USA generated almost 183,000 overnight stays in Slovenia, 5 in municipality Sevnica.

In 2016 there were 198 women named Melania and 17 men named Donald living in Slovenia.
The influence of Eurobasket on the turnover of travel agencies

Annual growth rates of turnover in travel agencies

www.stat.si
Keep it simple, explain in everyday language

„If you can't explain it simply, you don't understand it well enough.“

„Everything should be made as simple as possible, but not simpler.“
Be flexible with your publication date

“Can you check my calendar and see if I’m scheduled to give a damn today?”
Special topics

Special days of the year

Daily/current "hot" topics
Outcome

60 special articles in one year

2x more media statements/appearances

3x more impressions and 2.5x higher engagement rate

Reaching audience that is usually not interested in statistics

Appreciation of our regular users

Many positive responses, almost none negative!