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

- Social networks allow new audiences
- More visual content

4. Two-way communication

- Data dissemination is where communication starts
- Interaction provides insights about users
5. Modern marketing strategies

- Provide information
- Promote the use of information

- NSOs must “market its products and services”
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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