Strategic Communications Framework
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Abstract

Strategic communication is a relatively new concept for most statistical organizations, which have traditionally focused their efforts and resources on dissemination practices and systems. Recognizing the importance of strategic communication in a competitive and challenging environment, the UNECE High-level Group for the Modernisation of Official Statistics endorsed a priority project for 2018—the Strategic Communications Framework Project. The objective of the project was to guide statistical offices in the development of a strategic approach to protect, enhance and promote the organization’s reputation and brand.

In late 2018, project members—communication experts from across the world with support from the United Nations Economic Commission for Europe—completed a strategy framework document.

This framework intends to help statistical organizations maximize their corporate image through proactive user consultation; engagement with and understanding of target audiences; channels, tools and approaches designed to meet particular audiences’ needs; messages tailored to various audiences; media engagement; and measurement of the results and impact of communication activities. The framework also includes proposed skill sets to support a professional external communication program, a communication maturity model and roadmap, and guidelines to create a proactive response strategy to issues that have the potential to cause reputational damage.

The framework and all its components are offered as a guideline and are not intended to be prescriptive. Statistical organizations are invited to use the framework in its entirety, or to use elements that help support their organization’s business model and brand.