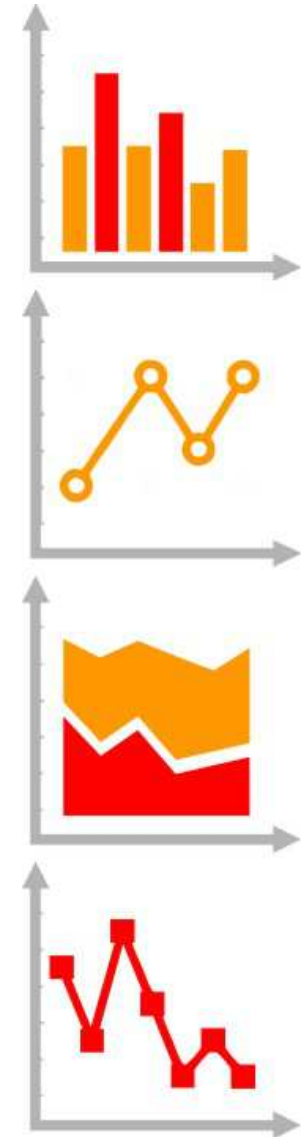


Spreading out official statistics in the digital world:

towards a renewed global communication strategy for NSIs

Guillaume Mordant



Outline

- **Why should we communicate and have a global communication strategy ? / why should we modernise it ?**
- **How to build this strategy ? How global should it be ?**
- **How innovation and partnerships in communication can help ?**
 - ⇒ **Communicating statistics in the digital era**
 - ⇒ **The DIGICOM european Vision programme**

Why should we have a global communication strategy? Why should we modernise it?

➤ 1- Why should NSIs devote resources to communication ?

⇒ Communication as a principle is necessary:

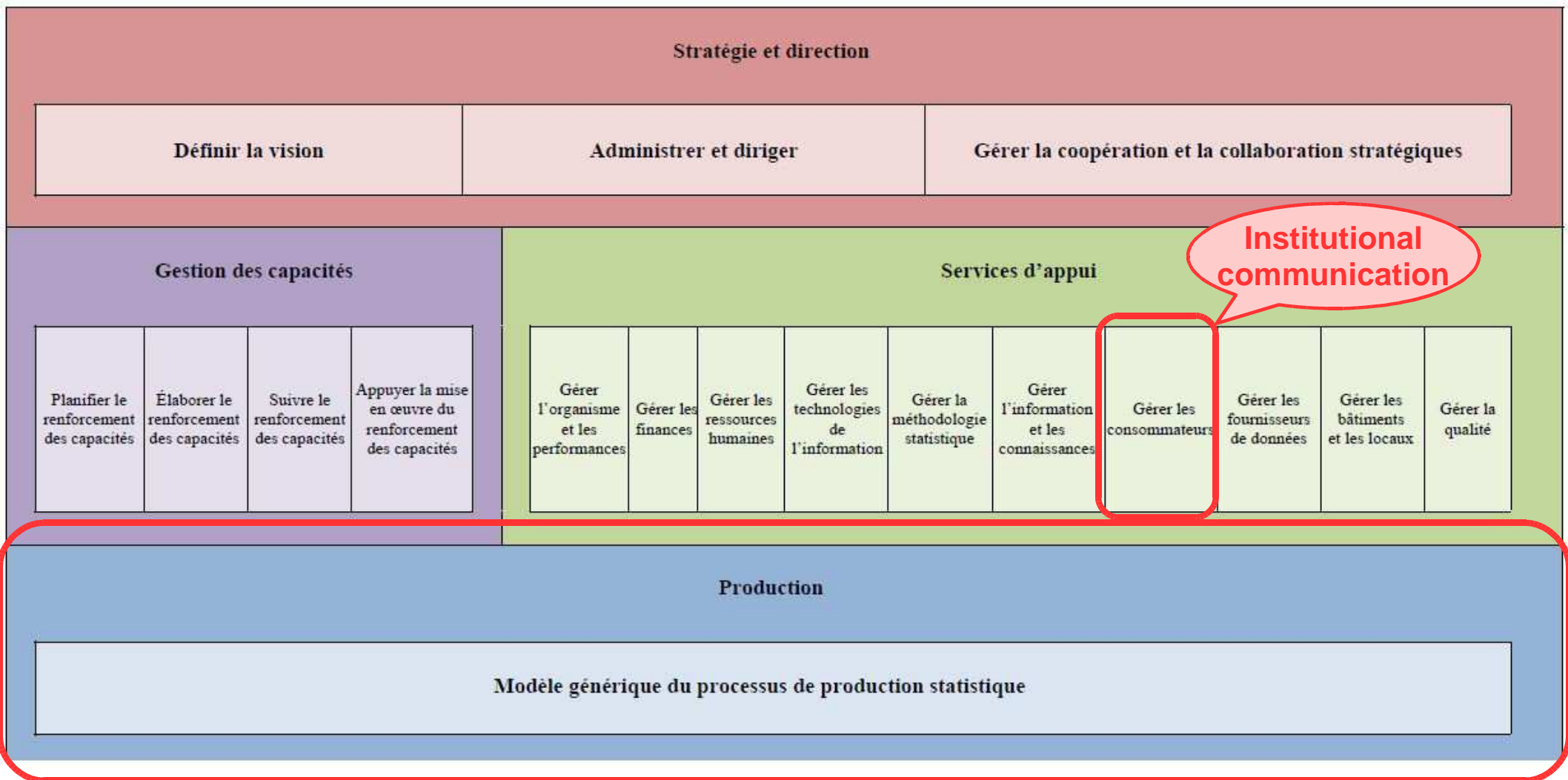
- to all institutions in general, in order to consolidate its position, image, reputation... (institutional communication) ;
- to NSIs, in order to ease comprehension of statistics and analysis by users (support communication)

⇒ What possible outcomes of communication ?

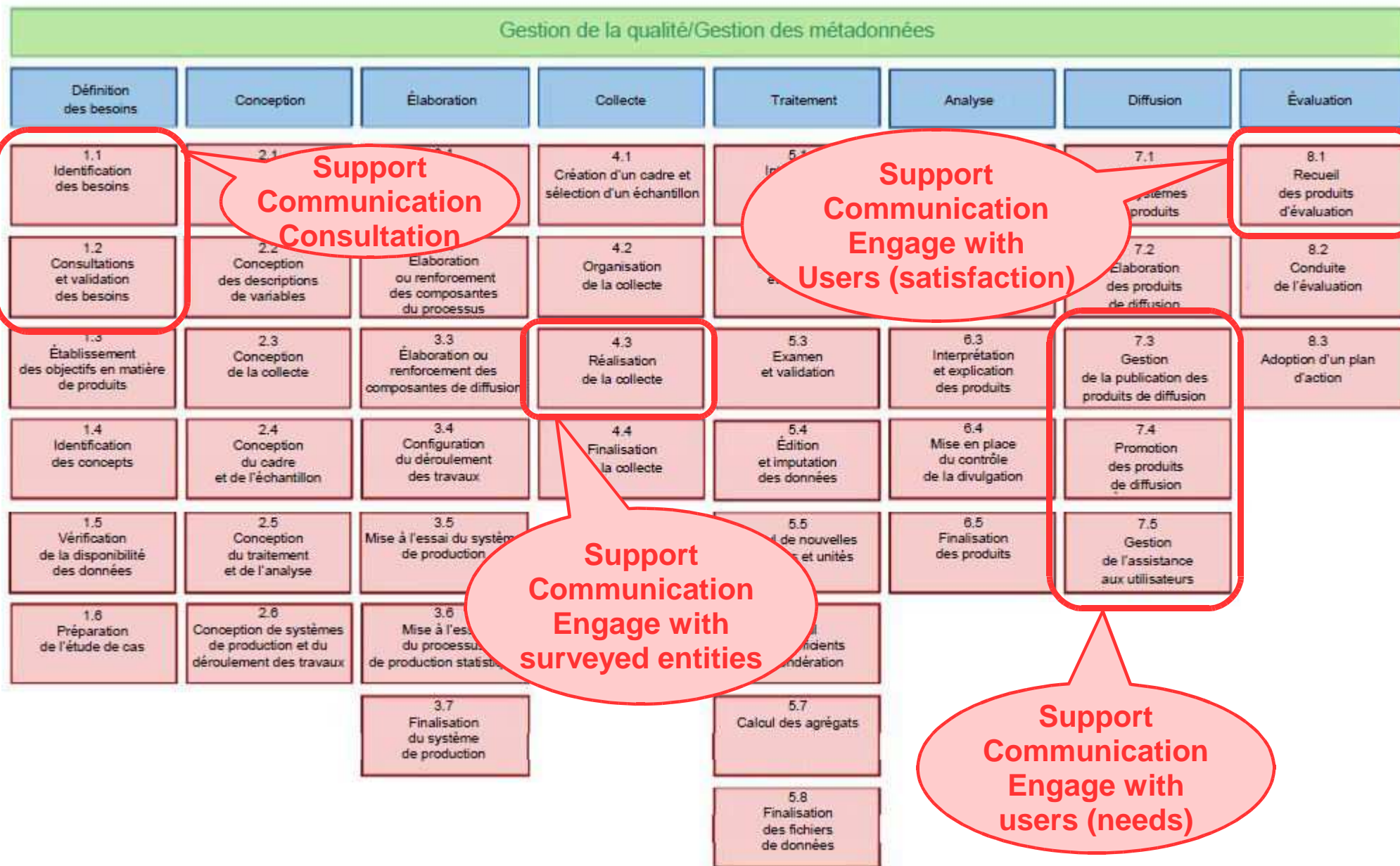
- adapt our statistics delivery to new users' habits in access to information ;
- contribute to enhancing trust in statistics, and consequently maintain/increase our surveys' response rates ;
- Not only make bu also show the difference : our official statistics are not ordinary data!

⇒ Not surprisingly, communication is recognized as part of the **GAMSO** AND of the **GSBPM**...

Why should we have a global communication strategy? Why should we modernise it?



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Why should we have a global communication strategy? Why should we modernise it?

➤ 2- Why should NSIs give to communication a global strategy ?

⇒ **Communication is multifacial :**

- Communication processes act at various stages of production macro-processes (cf . GSBPM & GAMS0)
- Communication processes like other processes have to be organized, rationalised, to be subject to quality management processes...

⇒ **Communication is multipurpose : it has to back up the long term strategy of the NSI**

- It has to be in line with some directions given by the LTS : where communication can help...
- Therefore, it is multipurpose, just like the LT Strategy is multiaxial

⇒ **Communication is multiple**

- Adapting differently to various targets
- Using several channels

Why should we have a global communication strategy? Why should we modernise it?

➤ 3- Why should communication strategy change ?

⇒ **Because the environment changes, its inputs change**

→ **Change in the NSI long term strategy**

→ **Changes at the user level and at the level of NSI's interaction with users**

→ **There are trends in communication itself**

» Changing forms of communication

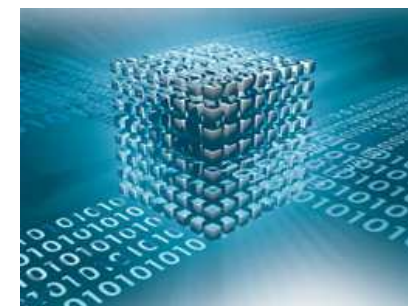
» Birth and death of communication channels

Why should we have a global communication strategy? Why should we modernise it?

➤ The world has changed / is changing! 2 mega trends, 3 examples:

⇒ **Development of open data : some users say « data is ours ! Give us the data »**

→ **Emergence of data experts : from reading publications to integrating automatically (micro)data in their own information system to play independently with the data and make inferences**



⇒ **New generations : a new definition of effort ; lean time !**

→ **Read less : from reading to watching**

→ **Zap and « get the picture » : from concentrating on an article to getting the main message in 20 seconds**

→ **Ask rather than search : communicate in a social network or forum to get the information rather than search for the information in a manual**



⇒ **Journalists : both trends**

→ **Lean practices : less time for physical press conferences, need for a faster and easier access to information**

→ **Emergence of datajournalism and fact checking**



How to build this strategy ? How global should it be ?

➤ The different phases / chapter of a communication strategy

⇒ 0- Benchmarking

→ Get inspiration from the strategy of NSIs available on the web (DE, DK, HU, NO, SI...) and other institutions

⇒ 1- Why communicate, for what purpose ?

→ From the assessment of the context to the definition of goals

⇒ 2- Communicate to whom ?

→ Selecting the targets

⇒ 3- How to communicate ?

→ Different types / forms of communication

⇒ 4- Design the content of the strategy

→ Goals x targets x forms of communication

How to build this strategy ? How global should it be ?

➤ 1- Why communicate, for what purpose ?

⇒ **Assessment of the context**

→ **What are the trends that put pressure in favour of a change of strategy**

» External. Eg : Communication of statistical data in the digital era

» Internal. Eg : Modernisation of NSIs, towards quality management...

→ **What are the main directions given by the NSI's LT strategy ?**

⇒ **A swot analysis of these context elements and of their impact**

→ **Communicate to take advantage of forces + limit / mitigate / correct our weaknesses + surf on the wave of opportunities + mitigate / control the impact of threats (counter communication...)**

⇒ **From context to stakes – expected outcomes**

→ **Eg : positioning the NSI in a competitive environment, enhancing trust...**

⇒ **From stakes/outcomes to goals**

→ **Eg : Prove NSI's utility, Shed the light on our quality commitment, give visibility to official statistics as a network of institutions generating a system**

How to build this strategy ? How global should it be ?

➤ 2- Communicate to whom ?

⇒ User segmentation

→ From classical segmentation in 5 or so categories

» media, experts, politicians-policy makers, scientists, academic world, economic agents, general public...

→ To a more detailed segmentation

» Eg : the general public or businesses : regularly consuming our statistics (web users), surveyed...

» Eg : media : datajournalists, fact checkers, more traditional journalists

» Eg : specific publics : young generations...

⇒ Targets selection

→ All can't be targetted in priority... or we don't have a strategy in the end of the process.

➤ 3- How to communicate ?

⇒ Selecting forms of communication

→ Institutional communication : how proactive ?

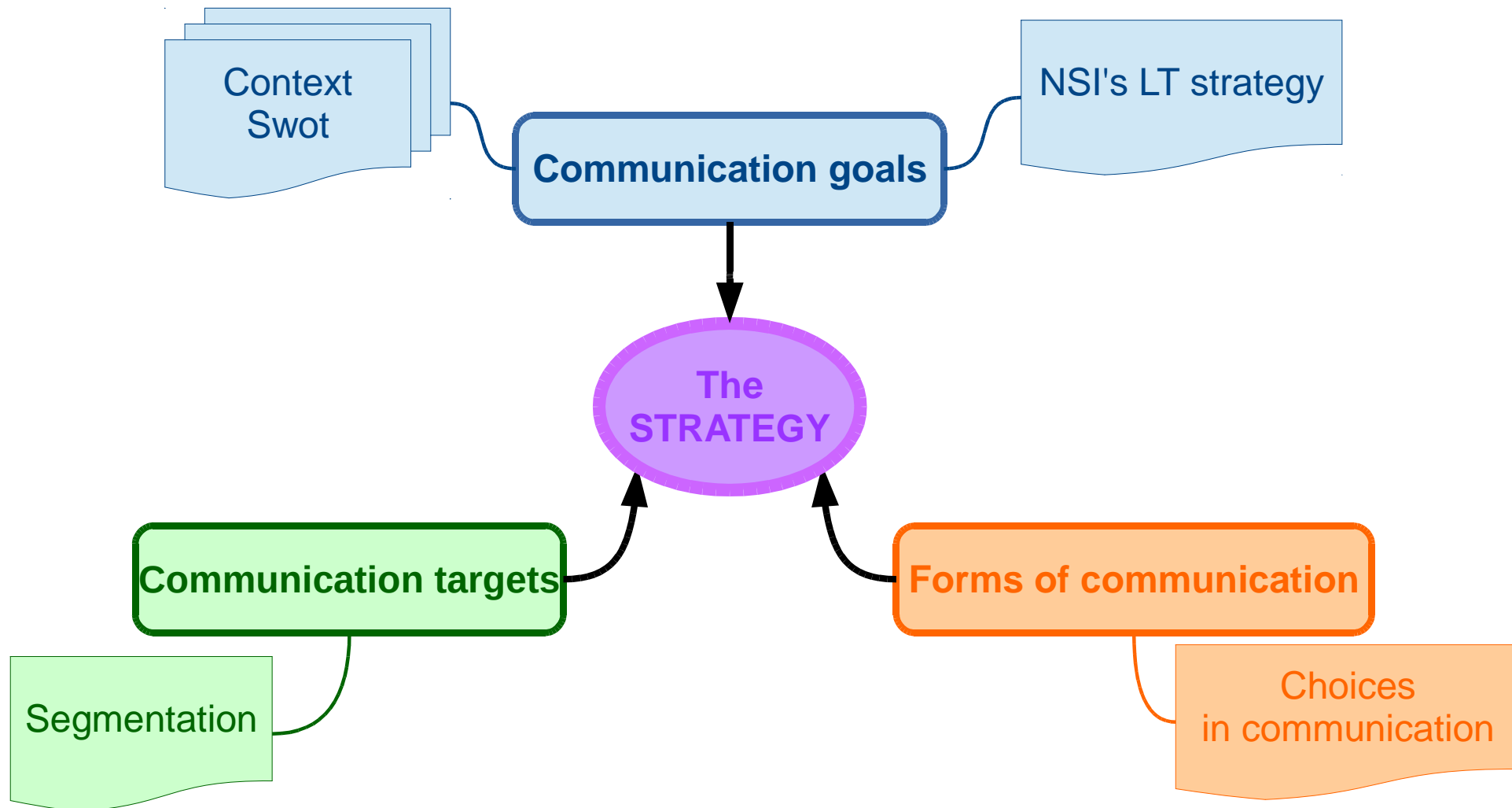
→ Support communication : how reactive ?

→ Pedagogical communication : is there a need for statistical literacy ?

→ Digital communication : how « 2.0 » do we want to be / become ?

How to build this strategy ? How global should it be ?

➤ 4- Design the content of the strategy



Innovation & partnerships in communication

Communicating statistics in the digital era

- We all have made the digital shift since 15 years ago with the web ⇒ websites, newsletters...
- Many of us have pushed videos, infographics online
- But have we really engaged with users fully ?
 - ⇒ Is the social media revolution fully taken into account ?
 - ⇒ Is our communication strategy fully compatible with the data revolution ?
- Ongoing innovation
 - ⇒ Innovation through partnerships
 - Statistical literacy can be addressed through partnerships with the education sector
 - » « statapprendre » (learningstatistics) web site, designed and managed by teachers for teachers !
 - » « les petits débrouillards » programme of activities for the very young
 - Data visualisation : are we in capacity to do the best visualisation, or would we be better off with partnerships with private professionals ?
 - » « le pariteur » (the gender equalizer)
 - ⇒ Other innovations, even in traditional areas such as exhibitions...
 - The very first French virtual exhibition/show
 - » « SME online » (Small and Medium Enterprises exhibition online)

Innovation in digital communication

Interactive infographics : « le pariteur »



➤ Characteristics

⇒ A few questions

- Are you a man or a woman ?
- How old are you ?
- What is your profession ?

⇒ A result

- Bingo ! There is the difference in medium wages between you and the opposite sex, given your age and profession... ⇒ The NSI's input

⇒ Explanations :

- why ? What are the drivers ? ⇒ The NSI's input

⇒ Action :

- What you could do ? ⇒ The partner's fun touch...

» Print your inequality diploma and share it with your friends, send a model-type of letter to your HR Manager, act as a citizen with communication material (flyers...)

➤ Advantages

- ⇒ Minimal cost for the two partners : each one in his sphere of competence
- ⇒ Great success. Ad hoc interactive communication synchronized with the woman's day

Innovation in digital communication

Interactive infographics : « le pariteur »



Virtual exhibition

➤ Characteristics

- ⇒ A web platform with a virtual stand
- ⇒ Chat online

➤ Advantages

- ⇒ Virtual stand : no physical constraints (stand and kakemonos..., experts transport)
- ⇒ Virtual access : multiple thematic access versus single area positioning of the physical stand
- ⇒ Private talks between experts, not disturbing the visitors : invisible organisation with a front and a back office

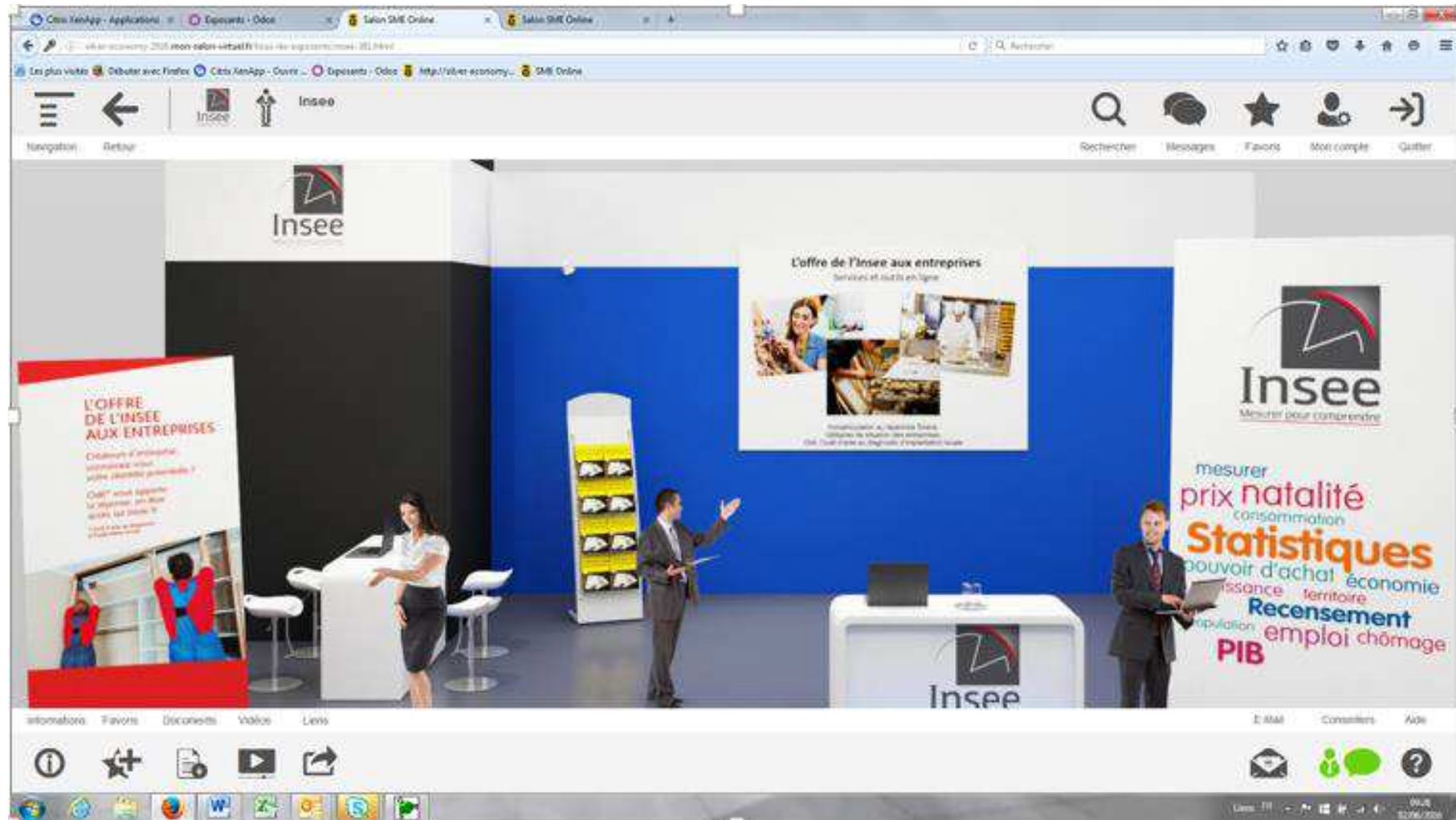
➤ Advantages for visitors - disadvantages for us

- ⇒ No queue in case of affluence ⇒ more stress for the front office team (and back office)

Innovation in digital communication

Virtual « forum »

- More than 250 out of 5000 visitors, making us one of the most visited stand (out of 50)
- Chat with 84 visitors



Innovation & partnerships in communication

Communicating statistics in the digital era

➤ The DIGICOM programme, one of those implementing the European LT Vision (and strategy)

- Beyond individual initiatives and innovations, streamline our energies to optimise our investments, and organize the development and reuse of innovative communication outputs
- ⇒ **Users segmentation : are we so different we have very different users ?**
 - User analytics, user segmentation, and user profiling, user satisfaction surveys
- ⇒ **User engagement : we may think of similar ways ⇒ let's mutualise the testing**
 - Social platform
 - Hackathons ? Gamification ?
- ⇒ **More efficient statistical dissemination, reaching better the users**
 - Flagship publications + conference
 - Shareable data visualisation tools
 - Linked open data
 - APIs
- ⇒ **Be systemic and explore other dimensions**
 - A european communication strategy
 - Branding the value of official statistics
 - Enhance Statistical Culture through statistical literacy

Conclusion

➤ Adopt a global communication strategy to :

- ⇒ adapt to new users' habits in access to information ;
- ⇒ contribute to enhancing trust in statistics, and consequently maintain/increase our surveys' response rates ;
- ⇒ show the difference : our official statistics are not ordinary data!

➤ That is designed multipurposely

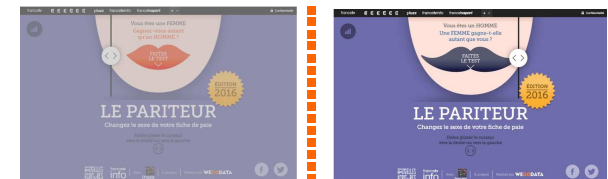
- ⇒ Not only traditionally support our publications and statistical products
- ⇒ But also increase an institutional communication putting the focus on our values and our quality commitment
- ⇒ Develop a pedagogical communication : statistical literacy

➤ With multiple communication channels

- ⇒ Engage with users : using widely digital innovation tools
- ⇒ Improve users' access to statistics through inovative interactive data visualisation

➤ Take advantage of being members of a network

- ⇒ Digicom outputs



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Thank you for your attention.

Questions ?



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