

## Recent experiences from new ways to communicate statistics: the CBS strategy

Topic 4 – Getting the statistics out

Keywords: news organization, media, online, video

### Introduction

CBS Statistics Netherlands has created a new department for dissemination and related tasks, "CBS Communications & News" (CCN).

Several teams that were already involved in output dissemination have been brought together in CCN, in order to create a modern "news organisation". The underlying reasons:

- People do not need statistics and data, they need answers to actual questions
- The public needs descriptions of complex phenomena underlying the statistics
- Do not just make statistics ? make sure they are used by society
- Present statistics in a way users want and understand
- Listen to the public and the questions people have, and answer those Statistics Netherlands/CBS Communications & News (CCN) goals
- Find ways to improve the use of statistics disseminated by CBS
- Find ways to enlarge the reach of the dissemination
- Focus more specifically on different target groups in society that have special needs
- Organise engagement and interaction in order to map demand

### Methods / Problem statement

- CBS/Communication & News has organized the process like news media companies do: central news desk with editorial staff and editors, 'staff writers'
- We have designed a two-way process, from inside to outside and back (In-Out system)
- From research to output channels to users ? and back
- We have created two main channel groups for dissemination: direct and indirect
- Direct channels: 'owned media' like our open data platform and interface (Statline), online (web), social media, print (we call that 'legacy channel')
- We have developed our staff's ability to publish via all modern channels
- Indirect channels: 'earned' media like news organisations, both print and broadcasting, that bring our statistics and stories to the public

- We have developed our staff's skills to respond to news media needs and produce content as-they-like-it| to maintain relationships with journalists in direct cooperation with news organisations
- State-of-the-art radio and TV studio with trained staff and live audiovisual uplink to Dutch TV industry
- Our own online development team
- Professional trained spokespersons for live broadcasts from studio (but always with research background)
- Editors that write and edit and manage online content and keep up Twitter feeds, and so on

### Results / Proposed solution

- In less than two years' time, doubling the number of mentions in Dutch media| 38 000 for the whole year 2015| 18 000 in Q1 2016
- CBS releases in Q1 2016 were mentioned in 7 800 articles in 100 print media
- CBS releases in Q1 2016 were mentioned and used in over 2 000 radio and TV broadcasts
- CBS.nl online in Q1 2016 : 2,5 mln visits, 1,5 mln unique visitors
- StatLine (open data platform): 907 000 visits
- CBS spokespersons in 2015: interviewed over 1 000 times by radio/TV broadcast media
- More than 110 000 daily Twitter followers, and growing (in top 3 of Dutch governmental institutions ranking)| 845 tweets in Q1 2016 with 14 mln impressions, 42 000 link click-throughs
- Steadily growing Facebook community
- Weekly reach of over 3 mln audience
- Growth of CBS 'brand awareness'

### Conclusions

Make use of institutions already present in society that are fully equipped to engage with the public => news media are the most efficient institutions to reach the public and articulate actual questions in society. Work not for them or against them, but with them. Adapt to the fast changes the world of media and communications is experiencing. Try to be there where the most important target groups are, e.g. online, mobile.