

## Spreading out official statistics in the digital world: towards a renewed communication strategy for NSIs

Topic 5 – Who uses statistics, what do they need and how should we engage with them?

Keywords: Digital communication, open data, datajournalism, literacy, data visualisation

### Introduction

For decades, National Statistical Institutes have been considering communication mainly as a supporting activity of the dissemination activity. Only when a crisis was bursting out, did NSIs consider a more institutional communication, aimed at restoring trust in statistics. This form of combined communication for dissemination and crisis communication was well adapted at a time when statistical products (statistical tables, charts, and analysis) were mainly targetting stakeholders and journalists.

However, during the last 15 years NSIs have adapted their dissemination policy to the digital revolution, positioning online dissemination at the core of their strategy in this domain. But a new revolution has started less than ten years ago, for which NSIs still have to adapt. It is the social media revolution. This advocates for a renewed digital communication strategy for NSIs. The ESS 2020 Vision Implementation Programme "Digicom" aims at starting to make a shift in the ordinary communication. It will help NSIs by coordinating mutual investments and sharing of communication tools.

But beyond this mutually beneficial mobilisation of the European network, the transformation will only be complete when NSIs will have integrated the different axis of dissemination and communication developments in a global communication strategy. Even more fundamentally, such a strategy requests at least two components of the global strategy of the NSI: a quality framework and a user orientati

### Methods / Problem statement

What are the different components of a communication strategy? What are the different ways to engage with users, and in particular what innovations can be derived from digital communication? What is the room for statistical literacy in a modern NSI communication strategy? What are other innovations in communication? Data visualisation, hackathons, gamification...

### Results / Proposed solution

The modernised NSI's communication strategy has to take due account of the wide-spreading social media. It is a major mean for user engagement. Engaging with users through these online networks will push NSIs into the web 2.0. It has to be multiform and multichannel. The segmentation of users and their needs allows to adapt a specific communication for a specific target.

This segmentation should have several dimensions : experts/non experts and generations of users (X-Y-Z generations), in addition to the classical typology of users and the typology of products... INSEE is finalising the adoption of a new long term strategy. Several directions have been traced towards 2025, and some of the are devoted to communication :

- communicating statistics in a modernised format (data visualisation...)

- communicating the value of official statistics and statistical processes, their quality label, the compliance to the quality criteria.
- developing actions in statistical literacy.

## Conclusions

Through a modernised global communication strategy embracing in particular statistical literacy, users digital engagement and inovative data visualisation, NSIs will be more armed to enhance trust in statistics, and consequently maintain if not increase the response rate of their surveys. Official statistics will be differentiated from other sources of information, by promoting the ESS committment to quality.