

Strategic Communications Framework

for Statistical Institutions



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Strategic Communications Framework

for Statistical Institutions



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Preface

Strategic communication is a relatively new concept for most statistical organizations, which have traditionally focused their efforts and resources on dissemination practices and systems.

In some statistical organizations, communication is given little attention or is seen as a low priority. In others, however, it is growing in importance as many are realizing the value of effective communication to maintain and enhance the relevance of official statistics in today's society.

Communicating official statistics is more than writing press releases or answering user questions and requests. Statistical authorities need a modern, proactive communication strategy with clearly defined key messages, and must use different channels to reach various target audiences.

A strategic communication function can guide the development and implementation of a communication strategy. This has particular relevance for the world of official statistics, where communication and dissemination have traditionally focused on expert users. With the changing environment, statistical organizations must learn to communicate more effectively and directly with citizens and improve statistical literacy across all audiences.

A productive, professional communication function can help position the statistical organization to succeed in this highly competitive environment. Communication professionals can work in partnership with the statistical organization's leadership board and staff to develop a communication strategy that supports the statistical organization's mission, demonstrates the value of official statistics and enhances the competitive advantage offered by the statistical organization.

All the components of this framework are offered as a guideline and are not intended to be prescriptive. Statistical institutions are invited to use the two phases of the framework in their entirety, or to use only those elements that help support their business needs.

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