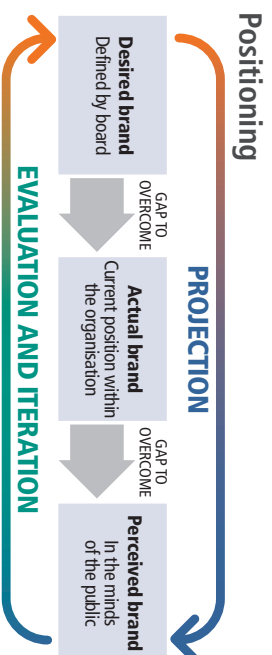
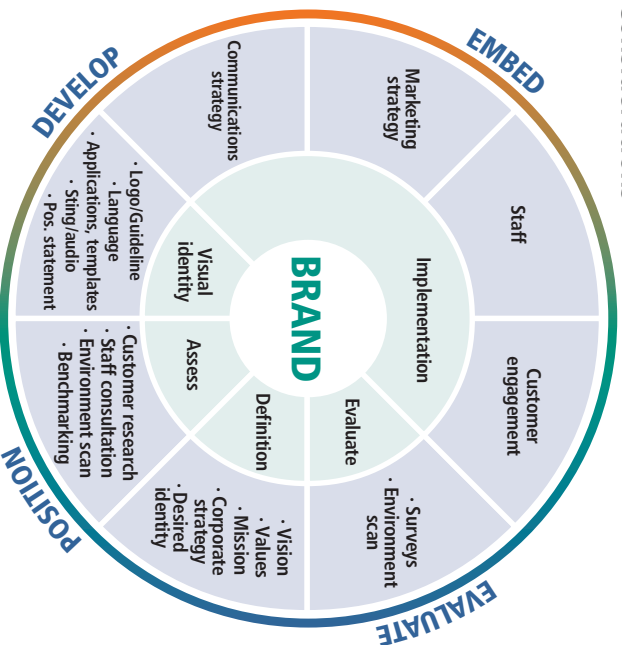
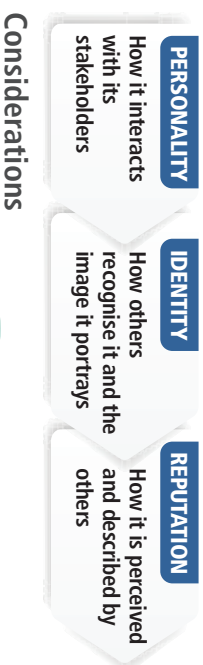


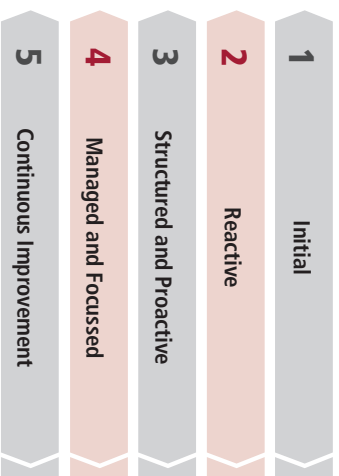


Assessing the statistical organisation branding



Maturity model

Five maturity levels



Communication skill sets



Strategic communications

Values

- ✔ Ethical
- ✔ Independent (without influence)
- ✔ Honest
- ✔ Trustworthy
- ✔ Transparent

Principles

- ✔ Impartial
- ✔ Visible/Viral
- ✔ Equal access
- ✔ Relevant
- ✔ Timely
- ✔ Flexible
- ✔ Confidential/secure
- ✔ Innovative
- ✔ Use of appropriate tone, content and channel for the identified audience

Objectives

- ✔ **Informing**—increase awareness about the importance of statistics in everyday life, promote official statistics and the work of the statistical organisation
- ✔ **Understanding**—exchange meanings, learn, reduce misunderstandings and misinterpretation of statistical data
- ✔ **Changing attitudes**—shift perceptions
- ✔ **Altering behaviour**—persuade the audience to act differently/heed a call to action

Content strategy

- 1 Identify audience
- 2 Choose channels
- 3 Choose content types
- 4 Develop key messages
- 5 Matching key messages to audiences
- 6 Set the timing or periodicity of your campaign
- 7 Evaluate the impact of campaign for each channel



Issue management principles

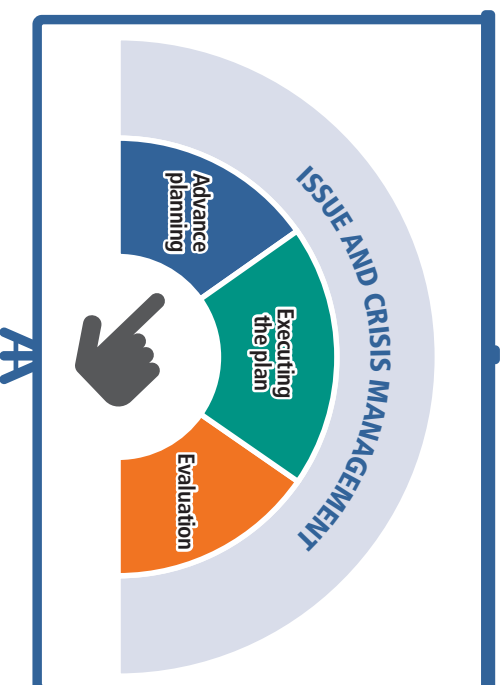
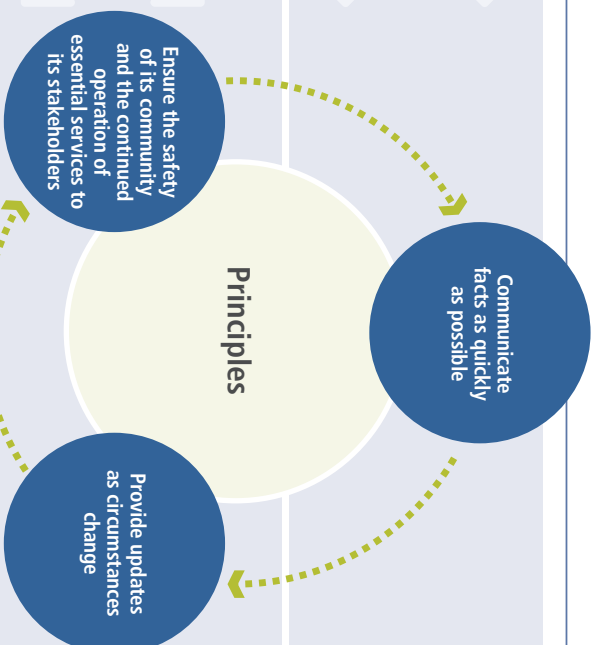
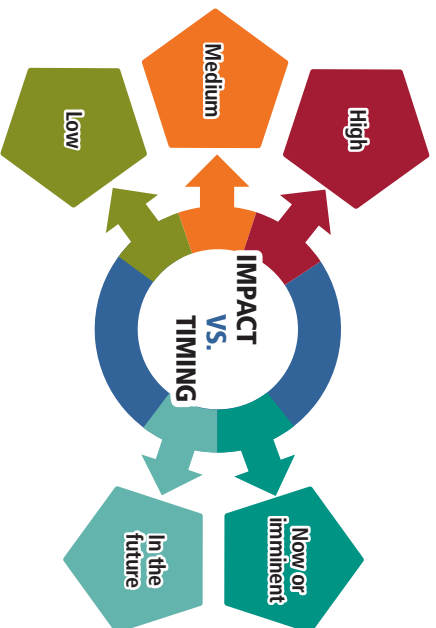
Internal issues could include:

- Statistical** – estimation errors, methodological shortcomings
- Corporate** – corruption, conflict of interest, incompetence, unwise public statements by an employee (especially on social media)
- Continuity** – system failures (e.g. website down)
- Security** – confidentiality breaches.

External issues might include:

- Reputational attacks** – allegations of bias, distortion, or “fake news”
- Political interference (real or perceived)** – premature disclosure of data by political actors, pressure to change or reschedule releases, national or international political instability
- Continuity** – severe weather events, cyber-attack, violence in or near the worksite
- Statistical** – stakeholders challenging data (e.g. affected groups disagree with organisation’s estimates).

Crisis/Issue Matrix



Evaluating



Activity-based—If no other measures are available, **report on what you did** (e.g., 3 newsletters, 10 seminars and 7 webpages).



Measures of communication channels—**Quantitative measures**, such as numbers of webpage hits and views, dwell times, phone calls, attendees, Twitter retweets/likes or Facebook comments/followers, indicate the uptake of information.



Analytical—These measures **bring together quantitative channels** (like those above) and complement them with **qualitative understanding**. These are the most detailed and provide a deeper understanding of performance. They address awareness, understanding, behavioural change, sentiment, share of voice, ownership and the difference between creating vs. informing the news.

PROOF principles

Pragmatic: Use the best available source of information. Don't seek to generate perfect numbers instantly. Metrics should be fit for purpose. It's important to use what you have and improve them through iteration.

Realistic: Always seek to prove the things you can or acknowledge those you can't. Evaluations should stick to the facts and only state what you know. Don't extrapolate meaning or conflate correlation with causation.

Open: Record and share as much as possible. Don't hide results. Remember that communication objectives and business/programme objectives are discrete, albeit closely linked.

Objective: Remain honest now to learn for the future. Recognise both successes and failings. Record the lessons learned.

Fully integrated: Make evaluations ever-present, not an add-on at the end of the activity. Monitoring and evaluation should be embedded into your communication strategy. That is why you should start monitoring and evaluation at the beginning of your project.