



Modern communications in preparing and conducting the population census, and dissemination of census outcomes

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Minsk, 2021



Preparatory activities

Conventional communications

- TV and radio advertising
- advertising in the Press
- advertising on billboards and in public places
- promo videos in shopping centers and public transport



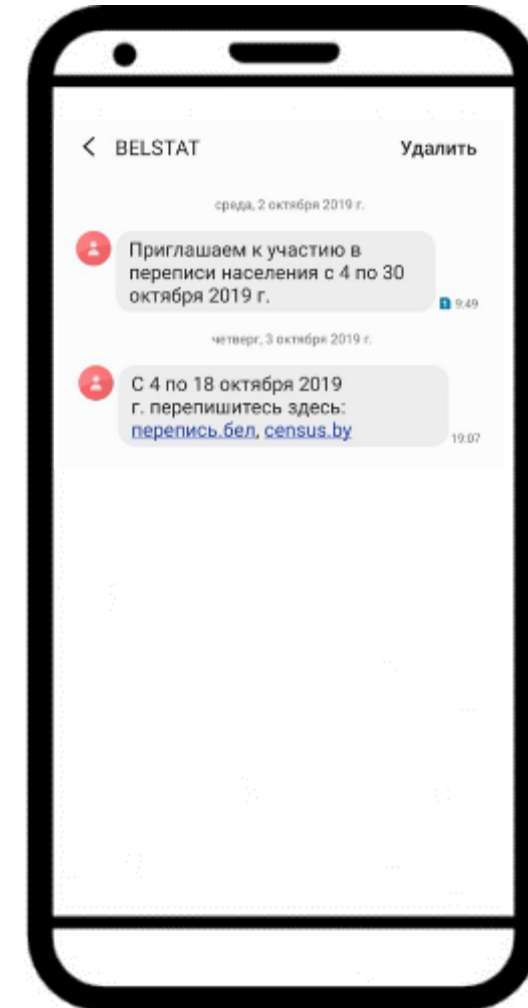
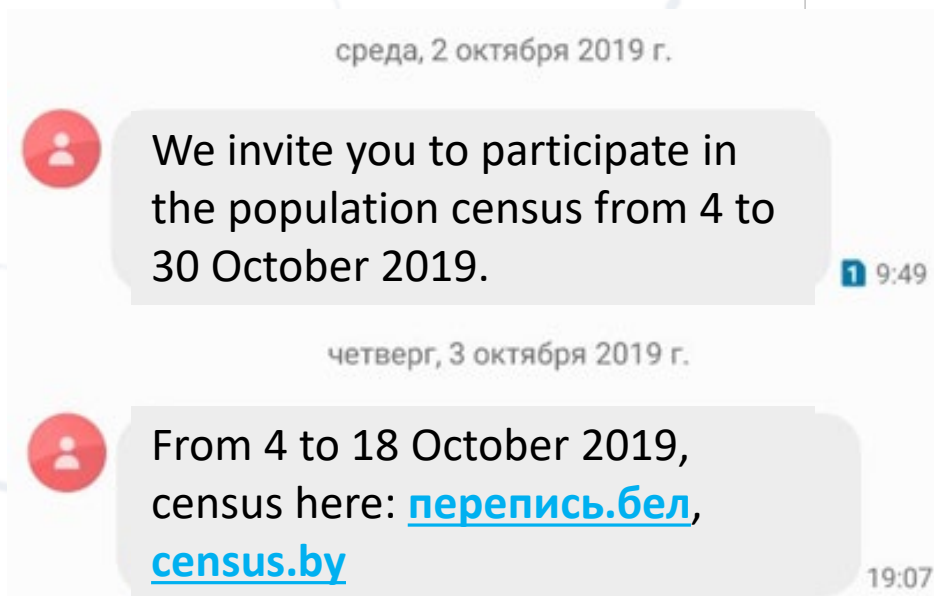


Preparatory activities

Nationwide SMS

Prior to starting the census, messages with information on the dates of the census and links to online census had been forwarded to people.

All subscribers of Belarusian mobile operators had received such messages.





Conducting census

Social media

Census accounts had been launched in all popular social media, where videos, stories, newsletters, and infographics about the census were posted.





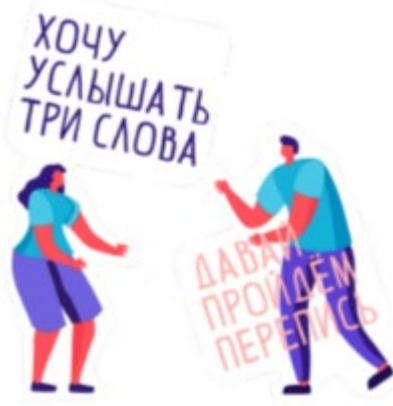
Conducting census

Messengers

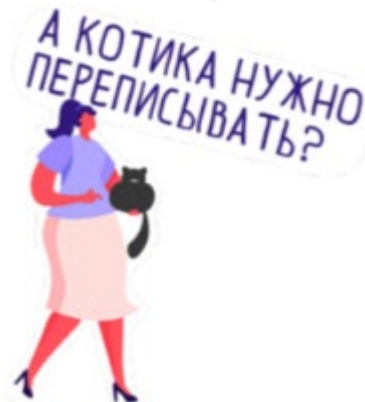
A unique population census sticker set had been designed for Telegram and Viber.



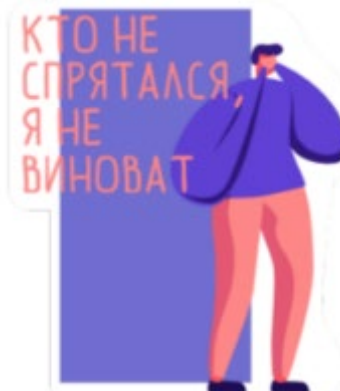
I have a couple of questions to you



I want to hear three words
Let's census



Do I need to census my cat?



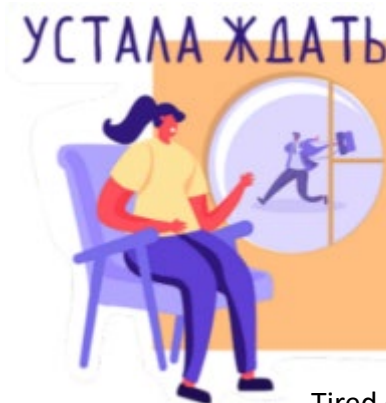
Ready or not, here I come



Looking at the present



Stepping into the future



Tired of waiting



Conducting census Online

During the population census, one could monitor the number of census-takers in real time or contact the online chat for advice or help.

**Пройдите перепись
через Интернет**

Заполните переписные листы на себя, свое домохозяйство (семью) и всех, кто с Вами проживает

Переписаться

Перепись учреждений

По состоянию на 09:30, 4 октября в переписи приняли участие
9 365 человек

Перепись населения
Заботливый консультант

Чат предоставлен jivochat

12:20 Добрый день! Подскажите, где мне можно переписаться

12:20 Добрый день. Вы можете принять участие в переписи населения онлайн на census.by, прийти на ближайший стационарный участок или дождаться переписчика.

Введите сообщение и нажмите Enter

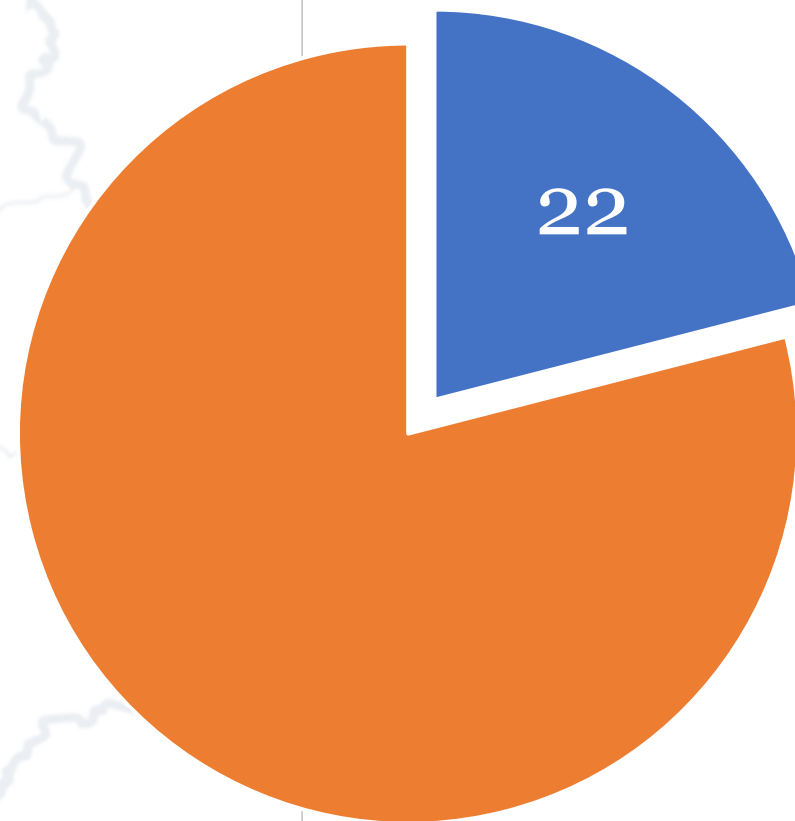


Conducting census

The outcome of proactive Internet promotion

22% of the population used the first online population census of the Republic of Belarus.

“Перепись.бел” (census.by) was among Top 10 Google Searches in 2019.

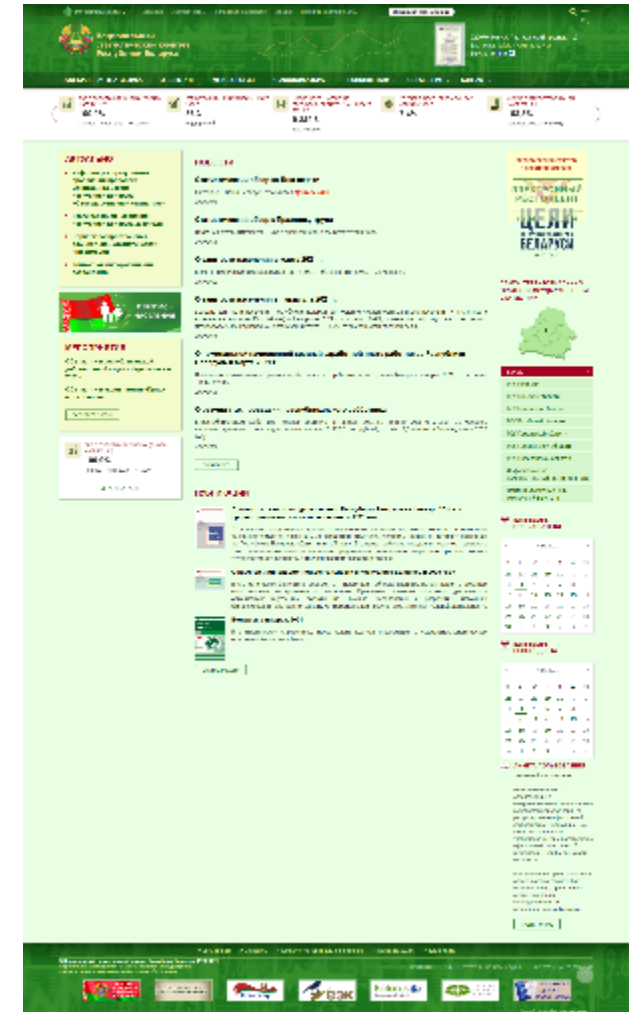




Dissemination of results

Conventional communications

- Press conferences
- News releases
- Articles in the Press
- Publication of the census outcomes on the Belstat website
- Outcome Dissemination Information System

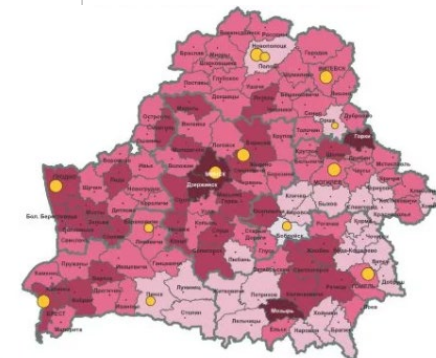




Dissemination of results

New communications

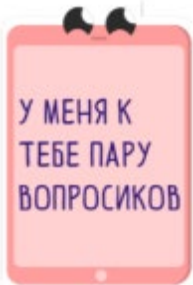
- Posting the outcomes in social media, extensive application animations
Particular attention was paid to user responses in social media
- Belstat representatives were on TV's evening and morning talk shows to promote the census outcomes
- Geostatistical Portal





ВЗГЛЯД НА НАСТОЯЩЕЕ

ШАГ В БУДУЩЕЕ



Thank you for your attention

