

17. Using contemporary communication tools during the preparation and conduct of the population census and releasing its results

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The report contains information about Belstat using contemporary communication tools for the preparation and conduct of the population census and releasing its results.

Considering the target audience, during the preparatory phase, advertisements on TV and radio, in printed media, and promotional videos in shopping malls and public transport were broadly used. Nationwide text messaging showed high efficiency.

During the conduct of the census, the focus was on the social media on the Internet. To promote the census, a dedicated YouTube channel as well as Facebook, Instagram, Vkontakte, Odnoklassniki, LinkedIn, and Twitter accounts were created, and census-related videos, stories, information messages and infographics were published there. During the census, a chat bot was answering the questions from respondents; information on the number of the people who participated in the online census was published in real-time mode. The effectiveness of the selected strategy is supported by the participation of over 21% of the population in the online census.

To disseminate the census results and ensure a closer relationship with the users, state-of-the-art technologies are used.