

Editorial planning in Eurostat

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Abstract

A few years ago, the publications programme of Eurostat covered books and news releases, planned separately. Today, the audience and channels are increasingly varied: social media posts, articles, visualisations, e-mails, presentations etc. This required a revamp of editorial planning, to make sure that the products complement each other, that we react timely and tailor the communication to the topic and target audiences.

The presentation will explain how Eurostat organizes the editorial planning.

Keywords: Communication, editorial planning, publications, users, targeting