WHEN REACHING IS NO LONGER ENOUGH:

8 TIPS TO ENGAGE WITH CENTRAL BANKS’ DATA USERS

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CENTRAL BANKS COMMUNICATION ON STATISTICS
“INTERVENTIONS BASED ON SIMPLIFICATION AND MAKING INFORMATION MORE RELATABLE TO PEOPLE’S DAILY LIVES BOOST PUBLIC UNDERSTANDING OF KEY MESSAGES.”

— BHOLAT ET AL. (2019)
OUR 8 TIPS TO ENGAGE WITH DATA USERS
01 Segment your audience
02 Take a user-first approach
03 Create relatable content
04 Simplify the language
05 Put numbers in perspective
06 Choose the right channel
07 Create ambassadors
08 Promote offline events
01 Segment your audience

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SEGMEN\nYOUR AUDIENCE

“Treat different people differently”

Godin
01

SEGMENT YOUR AUDIENCE

1. ENTREPRENEURS
2. STUDENTS
3. TEACHERS
4. JOURNALISTS
5. GENERAL PUBLIC
01

SEGMENT YOUR AUDIENCE

1 ENTREPRENEURS

- FOCUSED ON BUSINESS
- ENGAGE WITH SMALL AND MEDIUM ENTERPRISES IS CHALLENGING
01
SEGMENT YOUR AUDIENCE

1 ENTREPRENEURS
SEGMENT YOUR AUDIENCE

2 STUDENTS

- NEED DATA FOR SCHOLARSHIP PURPOSES
- CLOSE THE GAP BETWEEN THEORY AND REALITY
SEGMENT YOUR AUDIENCE

950 STUDENTS
14 UNIVERSITIES
4.6/5 SATISFACTION
SEGMENT YOUR AUDIENCE

3 TEACHERS

- TEACH THE CONCEPTS OF OFFICIAL STATISTICS
- IMPACTED BY METHODOLOGICAL CHANGES
01
SEGMENT YOUR AUDIENCE

3 TEACHERS
01

SEGMENT YOUR AUDIENCE

4 JOURNALISTS

• CAN SPREAD OUR MESSAGE TO BROADER AUDIENCES

• USE DATA REGULARLY

• IMPORTANCE OF STATISTICAL PRESS RELEASE
SEGMENT YOUR AUDIENCE

5 GENERAL PUBLIC

• HARDEST TO REACH

• WIDELY HETEROGENEOUS

• COMUNICATE THROUGH JOURNALISTS
01
SEGMENT
YOUR AUDIENCE

5 GENERAL PUBLIC

Corporations' indebtedness
annual rate of change
2.30% Nov. 2020 ↓ 1.63% Dec. 2020

Households' indebtedness
annual rate of change
1.35% Nov. 2020 ↑ 1.67% Dec. 2020

General government financing
in billion euros
1.2 Dec. 2019 ↑ 12.3 Dec. 2020

Loans granted by banks to the non-financial sector
annual rate of change
3.8% Nov. 2020 ↑ 4.1% Dec. 2020

Euro exchange rate against the United States dollar
1.1193 USD 2 Jan. ↑ 1.1227 USD 31 Dec.

Current and capital account
balance, in million euros
2591 2019 ↓ 256 2020
02

TAKE A USER-FIRST APPROACH

It’s about what users need and not about your job.
CREATE RELATABLE CONTENT

Give answer to users’ real-life questions, problems and interests
Simplify the language

Less qualified users will engage easily when your content is written in a way they can understand.
PUT NUMBERS IN PERSPECTIVE

Households’ indebtedness in February 2021 was 142 billion euros (the highest since March 2016).

This amount corresponds to 711 houses of 200 thousand euros each.

Turn teachers, journalists and enterprise associations ambassadors of your statistics. Users that are not engaged are more susceptible to believe others.
06

CHOSE THE RIGHT CHANNEL

- Interactive content: Images and videos
- Relatable content: Entertain, inform and educate
- Press releases
- News and curiosities
- Infographics
- Explore data
- Metadata
- Publications and studies
Turn teachers, journalists and enterprise associations ambassadors of your statistics. Users that are not engaged are more susceptible to believe others.
PROMOTE OFFLINE EVENTS

In person speaking are a big opportunity to listen to the users’ needs, to explain our job and to build trust and credibility.
OUR EXPERIENCE
WITH BPSTAT
THANK YOU FOR YOUR ATTENTION.

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