

**WHEN REACHING IS NO  
LONGER ENOUGH:  
8 TIPS TO  
ENGAGE WITH  
CENTRAL BANKS'  
DATA USERS**

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The image features a central dark blue rectangle containing the title text. This rectangle is surrounded by a decorative border composed of repeating icons: colorful speech bubbles in shades of yellow, orange, and green, and stylized human figures in various colors (red, yellow, blue, green) engaged in conversation. The background is white.

# **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**

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01

SEGMENT

YOUR 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

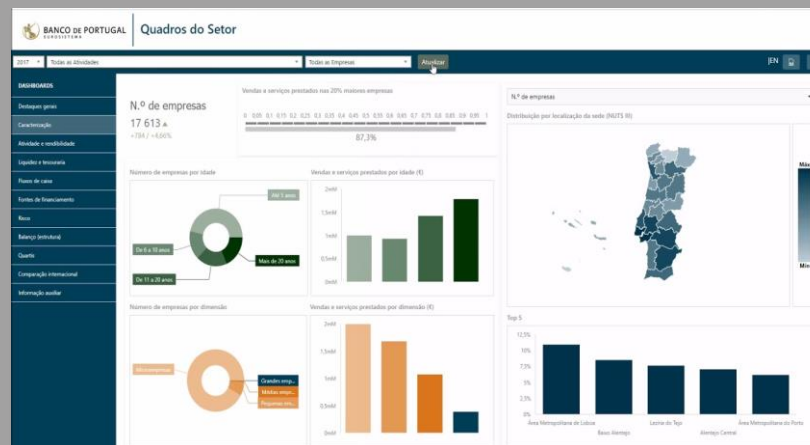
# 01

# SEGMENT

# YOUR AUDIENCE

## 1

# ENTREPRENEURS



# 01

## SEGMENT

### YOUR AUDIENCE

#### 2 STUDENTS

- NEED DATA FOR SCOLARSHIP PURPOSES
- CLOSE THE GAP BETWEEN THEORY AND REALITY

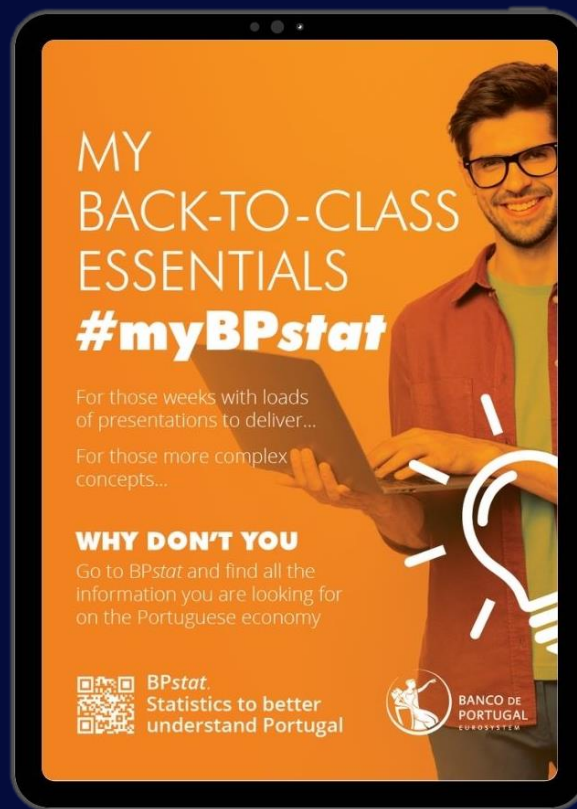
# 01

# SEGMENT

# YOUR AUDIENCE

## 2

## STUDENTS



**950** STUDENTS

**14** UNIVERSITIES

**4.6/5** SATISFACTION

# 01

## 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

# 01

## SEGMENT

### YOUR AUDIENCE

#### 5 GENERAL PUBLIC

- HARDEST TO REACH
- WIDELY HETEROGENOUS
- COMUNICATE THROUGH JOURNALISTS



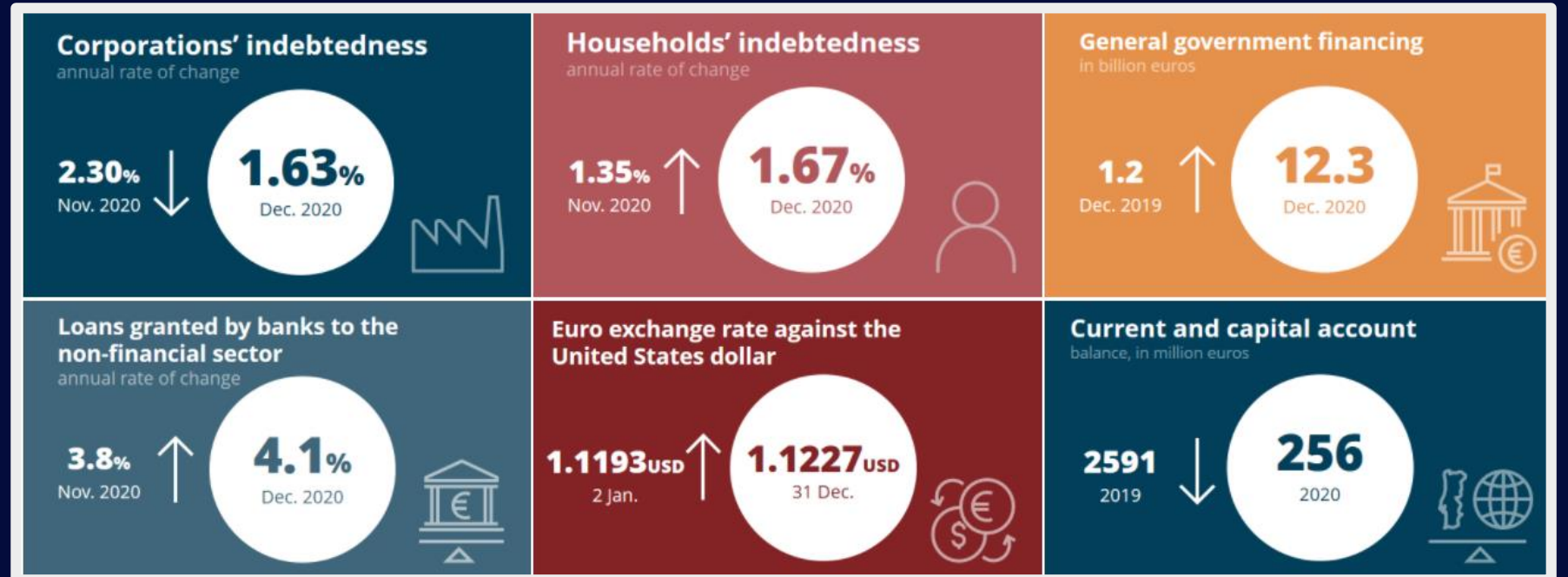
# 01

## SEGMENT

# YOUR AUDIENCE

### 5

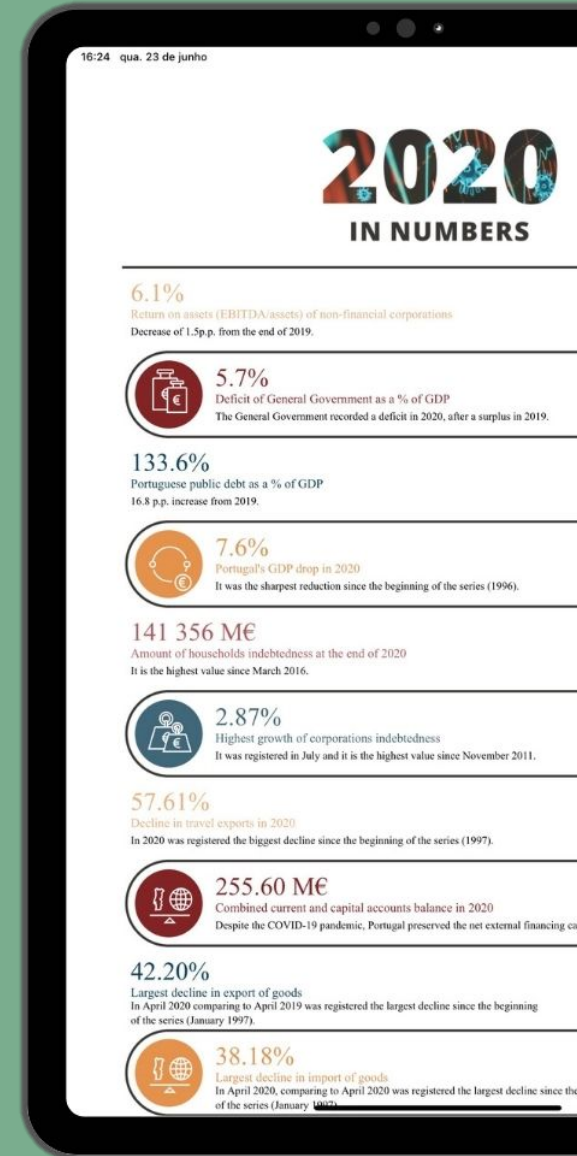
## GENERAL PUBLIC



# 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


MY  
BACK-TO-CLASS  
ESSENTIALS  
**#myBPstat**

For those weeks with loads of presentations to deliver...

For those more complex concepts...

**WHY DON'T YOU**  
Go to BPstat and find all the information you are looking for on the Portuguese economy

 **BPstat.**  
Statistics to better understand Portugal

 **BANCO DE PORTUGAL**  
EUROSYSTEM


04

# 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.



FAMILY  
DAY 2021

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

06

# CHOOSE THE RIGHT CHANNEL

Interactive content  
Images and videos  
Relatable content  
Entertain, inform and educate

social  
media

Press releases  
News and curiosities  
Infographics

*BP stat*  
mobile

Explore data  
Metadata  
Publications and studies

*BP stat*  
website



07

# CREATE AMBASSORS

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



08

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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