

## **Towards building a Statistical Culture amid a changing Data Ecosystem**

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### ***Abstract***

The Colombian National Statistics Office (DANE, for its acronym in Spanish) has the leading role in the production, dissemination and communication of official statistics in Colombia seeking to communicate it in an understandable way and promote its access and use in decision-making at all levels. However, DANE's role, as a producer of information for decision-making has changed in the new data ecosystem as new data actors emerged and data demands increased amidst the pandemic.

Openness becomes a means to greater relevance, greater engagement with data from the public, and trust as an essential element in official statistics. This requires constant analysis of our audience, the type of stewardship services required by the stakeholders, which means strengthening the overall narrative and construction of stories that convey the key message of having data as a public good.

Thus, DANE's communication strategy and contents are built considering the role that each user plays within society, and from a narrative that seeks to influence the promotion of statistical culture with more and better dissemination channels and tools for social pedagogy. As a result, between January 2021 and March 2021, the number of social media followers increased by an average of 13.75%, and 14 socialization events were held with different stakeholders to guide DANE's website contents and design.

The main objective of this contribution is to share DANE's experiences and knowledge in the design and implementation of a user-oriented communication strategy amid a changing Data Ecosystem through the strengthening brand and presence online, which has allowed to increase the statistical culture in the country, especially in times of the COVID-19 pandemic.