

Communications strategy to leverage existing tools and modernize outreach

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Abstract

Two years before collection for the census began, Statistics Canada developed a communications strategy to leverage existing tools and modernize outreach. Using demographics, analyses of social behaviour, social media (and other web-based platforms), Statistics Canada worked to promote excitement, enjoyment and a feeling of pride around the census through multiple digital avenues. This strategy was designed to create an environment front-loaded with social incentives to complete the census. New social media tactics such as podcasts, playlists and reminders were used to attract the interest of all Canadians.

In this presentation, Statistics Canada will discuss how they leveraged multiple data to react with just-in-time tactics on social media to increase engagement and target segments of the Canadian population that are harder to enumerate.

Come learn how this was achieved, and how data, sentiment and response during collection was monitored and addressed with real-time tools and tactics.