The Newsroom experience
@destatis

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Kerstin Hänsel
Digital Transformation Time Line

- **Expansion of GENESIS-Online**
- **Relaunch of website**
- **Creation of multimedia editorial unit**
- **1st relaunch of GENESIS-Online**
- **Corona Statistics webpage**
- **Search engine optimisation**
- **Newsroom pilot operation**
- **Discontinuation of Yearbook**
- **Discontinuation of distribution**
- **Media monitoring**
- **Online press briefing**
- **LinkedIn**
- **Press briefings (from own media room)**
- **Instagram**
- **Media library (videos + podcasts)**
- **Social media brand ambassador**
- **4th quarter of 2021: Digital Magazine 2nd relaunch of GENESIS-Online**
- **Discontinuation of print/PDF editorial unit (B35)**
- **Discontinuation of Fachserie publications / introduction of statistical reports**

- **2008 YouTube**
- **2013 Twitter**

- **2018**
- **2019**
- **2020**
- **2021**
- **31.12.2022**

Federal Statistical Office (Destatis)
Newsroom key facts:

» Matrix organisation (Press, SM, Visualisation, Web and Statistics departments)
   → approval by Head of Newsroom

» Topic & occasion oriented release of data

» Mostly republishing of data, cross-statistics, combined with external data sources

» Conference cycle: Morning meeting, weekly planning, monthly steering

» Digital planning tool (IMORY)

» Overall 20 people (4 new staff members)
Successes:

» Newsroom releases have in average:
  » a higher media coverage
  » a longer sustainability
  » a better response on social media (e.g. twitter)

» Newsroom organisation:
  » Focus on user needs (by channel), crossmedia: one voice
  » Team spirit/cooperation instead of hierarchy
  » Trains statisticans to think in topics instead of statistics
  » Data and Corporate Communication hand-in-hand
Challenges:

- digital meetings
- boundaries between sections
- synchronisation of release plans
Any questions?

Kerstin Hänsel

kerstin.haensel@destatis.de