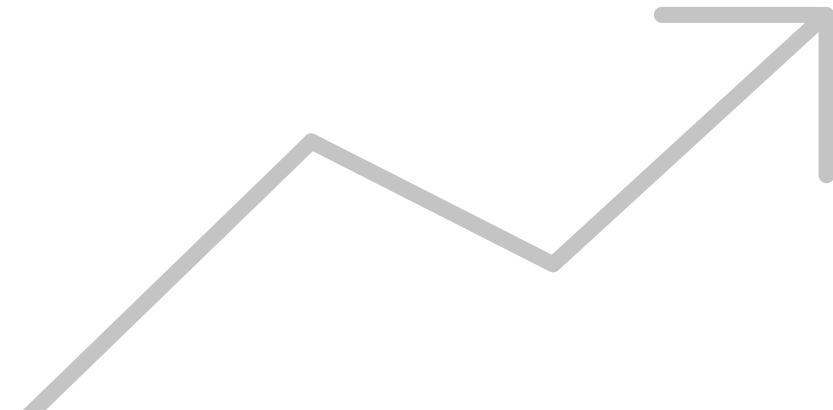


The Newsroom experience @destatis

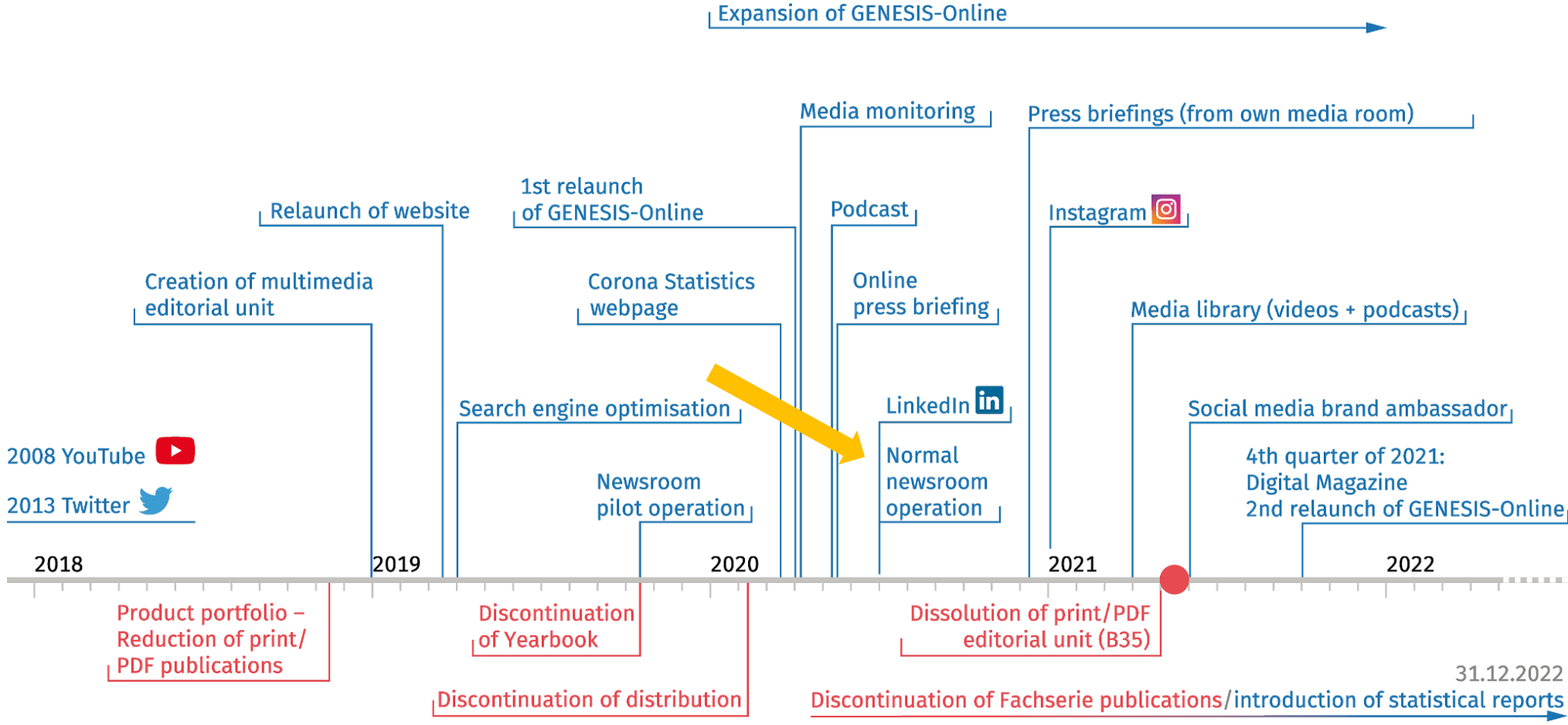
UNECE Expert Session on the Dissemination and Communication of
Statistics

11.-14.10.2021

Kerstin Hänsel



Digital Transformation Time Line



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)

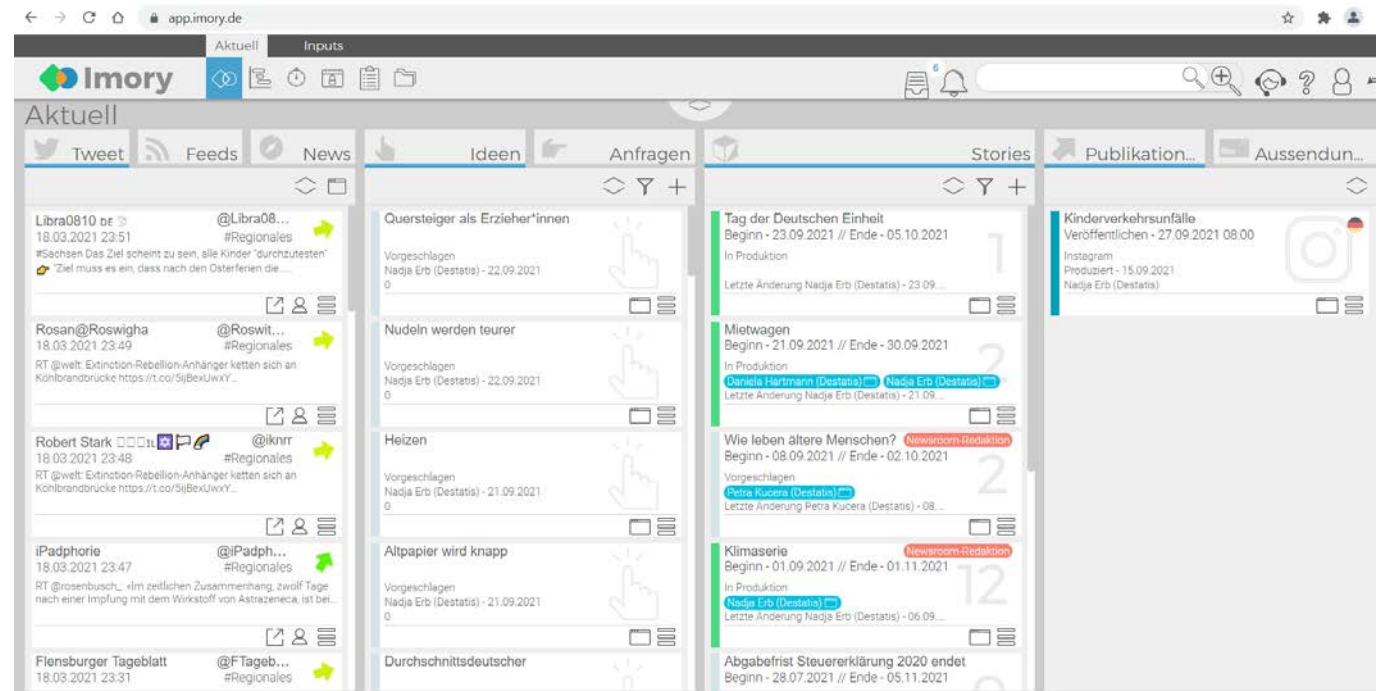
Successes:

- » 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 statisticians 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

