

## **INEGI's Award on Journalistic Use of Statistical and Geographic Information**

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### ***Abstract***

The question of how to maintain credibility and influence as an official information Institute during hyper connection, hyper informed and fake news times has been widely debated in the communications field. At INEGI, one of the mechanisms we have found to face these challenges through recognition of the correct use of information and consequently through the strengthening of the Institute's relationships with those who use INEGI's data to communicate with veracity to the public.

The National Institute of Statistics and Geography of Mexico (INEGI) has organized INEGI's Award on Journalistic Use of Statistical and Geographic Information intended to highlight the journalists work, their professionalism, and the commitment they have with Mexico by informing the public through the use of official data.

This presentation explores the impact that this award ceremony has had over the years in the creation and reinforcement of strategic alliances with the media, specific journalists, opinion leaders and digital creators. These awards have presented itself as means of communication and relations propellant with information producers and consumers across Mexico.

The presentation addresses as well, the results of the first ever virtual rendition of this event during 2020. The pandemic directly reflected on the communication strategy; it became a challenge that was translated into an opportunity to reach wider audiences for better engagement with our mission.