

Business Case to Follow up on the Strategic Communication Framework in priority areas identified at the DissComm workshop

This business case was prepared by the Capability and Communication Group , and is submitted to the HLG-MOS for their approval.			
Type of Activity			
<input type="checkbox"/>	New project	<input type="checkbox"/>	New activity
<input type="checkbox"/>	Extension of existing project	<input checked="" type="checkbox"/>	Extension of existing activity
<i>Projects are undertaken by separate project teams. Projects are expected to produce a significant contribution to achieving the HLG-MOS vision</i>		<i>Activities are undertaken by Modernisation Groups. These activities produce smaller, more detailed outputs to help achieve the HLG-MOS vision</i>	
<i>See here for more details: https://statswiki.unece.org/display/hlgbas/HLG-MOS+Strategy</i>			
Purpose			
The purpose is to complement the Strategic Communication Framework with practical use cases, examples of best practices and tools in areas prioritized by communication experts at NSOs. In 2022, the outcome of the 2021 and 2022 Expert Meeting on Dissemination and Communication of Statistics will be used to identify potential topics and participants will be invited to join the work.			
Description of the activity			
<p>In 2021, the SCF was expanded with a document outlining the role of brand and reputation management, marketing and crisis communication in meeting the challenges facing modern National Statistics Organisations and International Statistics Agencies. Case studies will be added in 2022. The focus will be on areas related to this that were identified as topics for future work during the 2021 Expert Meeting on Dissemination and Communication of Statistics:</p> <ul style="list-style-type: none"> • How to engage ambassadors to promote official statistics, including external influencers and our own staff (via internal communication) • Approaches for building brand and trust/value proposition • Brand communication to retain employees and recruit new staff <p>Other topics that were identified and that will be considered by the task team in 2022 are:</p> <ul style="list-style-type: none"> • How to Measure success and the impact of our communication • Strategies to tackle and anticipate to disinformation • Communication capabilities, skills, profiles, experts we need • Visualisation tools and strategies (for videos, charts, animations etc) • Strategies to get resources from management to upgrade social media capabilities and tools • Continue work on user centric products: data literacy, user groups • New ways and Lessons learned under Covid (what to keep, what did not work) <p>Two other areas of future work will be included in the activity proposal 'Reaching Youths':</p> <ul style="list-style-type: none"> • How to engage with and recruit the younger, digital native, generations • Explore unconventional communication platforms/tools (Comics, TikTok, Spotify) 			
Alternatives considered			

None

How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?

It is an extension of previous work and based on priorities identified at an HLG-MOS expert meeting on Dissemination and Communication of Statistics.

Proposed start and end dates

Start: January 2022

End: December 2022