



An
Phríomh-Oifig
Staidrimh

Central
Statistics
Office

modernstats
by HLG - MOS

Brand, Reputation, Trust

Aeidín Sheppard
DissComm 2022

Introduction

- Context
- Brand and Reputation
- Marketing Activities
- Platforms
- Tell your story



Context

- Value of Official Statistics
- Responsibility to be a trusted voice
- Demands created by the pandemic
- Increasing complexity of communications work
- A resource to share experiences and advice



Thank you

Chair: Aeidin Sheppard (Ireland)

Giulia Peci and Michela Troia (Italy)

Olga Świerkot – Struzewska (Poland)

Ellen Dougherty (U.S. Department of Agriculture)

Emily Liddel (U.S. Bureau of Labor Statistics)

Janice Keenan and Janine Warner (Canada)

Margarida Rosa (Portugal)

Rodrigo Nunez (Mexico)

Eran Ropalidis (Israel)

Lukasz Augustyniak and Colin Stewart (Eurostat)

Guidance and support were provided by the Statistical Management and Modernisation Unit of the Statistical Division of the United Nations Economic Commission for Europe (Taeke Anton Gjaltema and Tetyana Kolomiyets)



Brand & Reputation

- Makes something recognisably yours
- Creates positive associations
- Not just what we do, how and why we do it (values)
- Increasingly important in the digital age



Marketing Activities

- Everything is a marketing activity
- Personal interactions
- How we present our products
- Our Social Media Presence
- Should reflect our brand and values



Crisis Communication

- Our brand and reputation are the foundation for managing a crisis
- Focus on user needs
- Be open about limitations
- Clear simple communications
- True to values



Tell your story

- [The role of brand management, marketing and crisis communication for Statistical Organizations](#)
- Brand development
- Marketing Activities
- Managing a crisis
- [Statswiki Resource Page](#)



Be a part of future work

- * Establishing strategic objectives and outcomes for communications initiatives
- * Understanding the appropriate tools, channels and content for communication campaigns
- * The level of resources required to deliver effective communication across multiple platforms
- * Developing relevant and effective metrics relating to measuring the impact of communications campaigns (generating action, growing engagement, increasing understanding, building audience)
- * Prioritising resources and ensuring consistency across multiple outputs to reflect key messages and organisation values





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