Brand,
Reputation,
Trust

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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

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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