

## **Statistic Canada's Purpose-Based Engagement**

Pamela O'Leary (Statistics Canada, Canada)

[pamela.oleary@statcan.gc.ca](mailto:pamela.oleary@statcan.gc.ca)

### *Abstract*

In an increasingly fragmented communications echo-chamber, developing communications products and approaches that are deliberate, targeted and purpose-driven is a challenge that statistical organizations must overcome.

As a part of the Agency's modernization journey, Statistics Canada has embarked on a strategy that aims to connect more data to more people in a more timely manner. At the same time, a careful balance needs to be struck that ensures stakeholders are engaged, the needs of data users are addressed, and there is a compelling story to tell our diverse audiences.

The focus of this presentation by Statistics Canada's Stakeholder Relations and Engagement Division will be to illustrate how the Agency has deployed best practices in public participation, stakeholder engagement, and innovative, user-centric communications strategies to increase relevance, data-literacy and engagement among target market segments and audiences. Key areas of inquiry include digital-first communications, social media and social trends, market segmentation and research and the engagement continuum.