



# Statistics Canada's Purpose-Based Engagement

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Delivering insight through data for a better Canada



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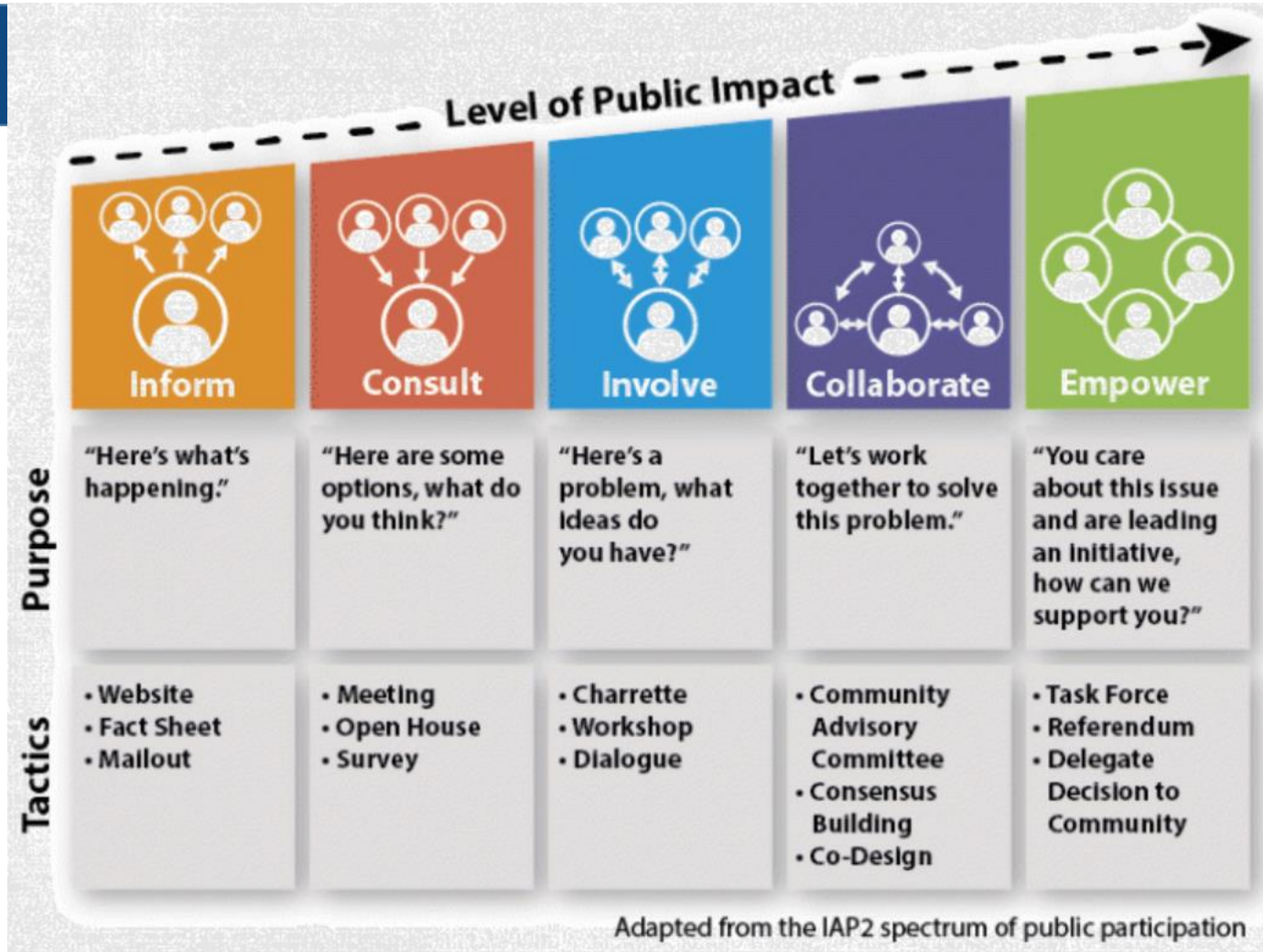
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# WHAT IS ENGAGEMENT?

*“Engagement is a process for making better decisions that incorporates the interests and concerns of all affected stakeholders and meets the needs of the decision-making body.”*

*International Association for Public Participation*



Adapted from the IAP2 spectrum of public participation



# THE ENGAGEMENT CONTINUUM

ACTIVITY	NATURE OF INTERACTIVITY	LEVEL OF DECISION MAKING	EXPECTED OUTPUTS	EXAMPLE
INFORM	One-way	None	Better informed stakeholders	Stakeholder emails to share recent releases, social media
DIALOGUE	Two-way	None	Both sides better informed	Advisory groups, Reddit AMAs
CONSULTATION	Two-way	Low	Views of stakeholders taken into account	Discussion tables, heuristic/usability testing
COLLABORATION	Two-way	Shared	Shared short-term goals and actions	StatCan Events, participation at conferences
PARTNERSHIP	Two-way	Equal	Mutually beneficial, longer-term goals	Co-sponsors of programs, ongoing partnerships





# DIGITAL FIRST COMMUNICATION

Statistics Canada has adapted the way it communicates with stakeholders and the public to stay modern, relevant and reduce stakeholder burden. The agency has taken a coordinated approach with its digital communication strategy to:

Provide users with the information and data they need, when they need it, in the way they want to access it

Publish data through alternate mechanisms that are in line with today's technology

Increase statistical literacy of Canadians and remain agile, flexible and responsive to needs

Consultative Engagement sessions virtually to provide greater accessibility and enrich diversity of input/feedback

Provide stakeholders with customised engagement opportunities



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# ENGAGEMENT PLAYBOOK

Created an internal resource – Engagement Playbook - and team to guide meaningful and *strategic engagement*. Provides a framework for stakeholder relations and engagement for the Agency.

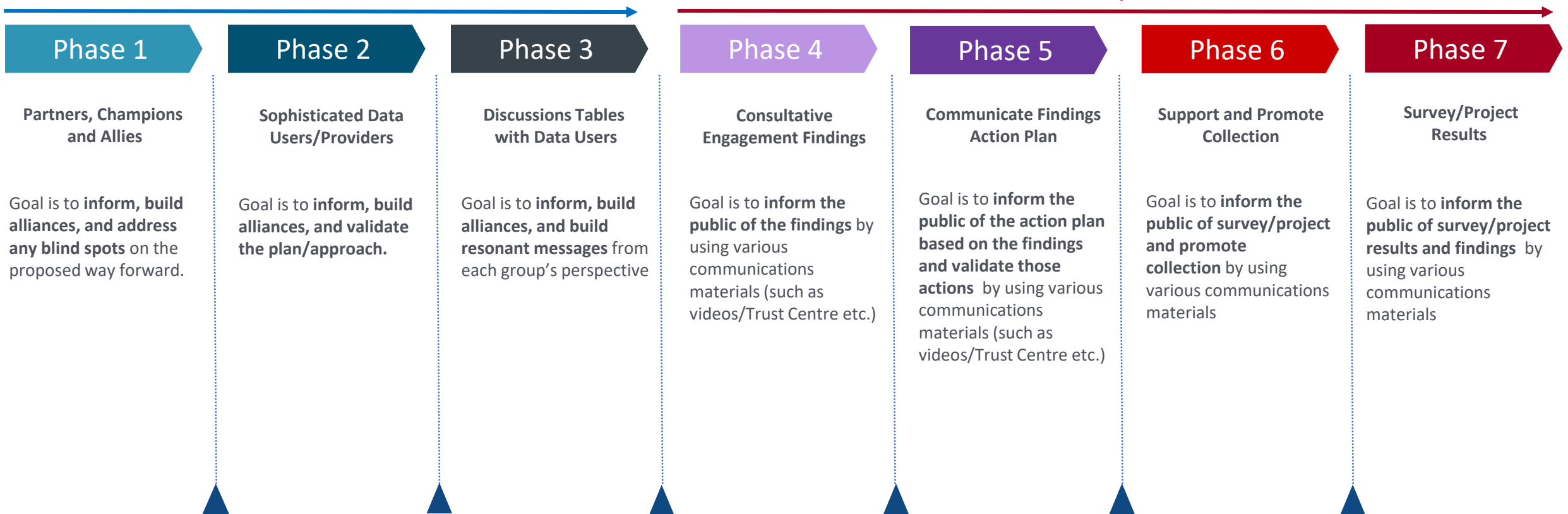
- ✓ Encourages tailored, iterative engagement, not a “one-size-fits-all” or prescriptive approach.
- ✓ Hands-on tips and tools, the Playbook is a resource available to all, supported by the Engagement Centre of Excellence.



# CONSULTATIVE ENGAGEMENT - PHASES

Consultative: Two-way flow of information

Informative: One-way flow of information





# STAKEHOLDER ENGAGEMENT

Objective: To establish, maintain and nurture mutually beneficial relationships and partnerships so StatCan may better align its programs and services and amplify same to interested parties. Our methods include, but are not limited to events, proactive media relations, partnership development, and tailored outreach and marketing.



Increase  
survey  
participation

Improve  
access to  
statistical  
information

Identify new  
business  
opportunities

Develop  
stronger  
corporate  
identity  
recognition

Build trust in  
the agency's  
collection  
activities and  
data



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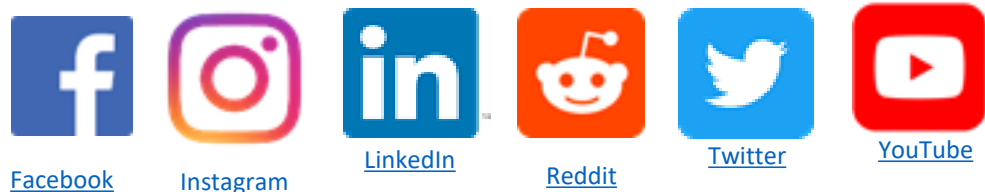
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# SOCIAL MEDIA

Social media has become one of main sources Canadians get their news and interact with brands/organizations, particularly for the 18-to-34-year-old demographic, which is also a group typically harder to enumerate in our surveys.

To engage Canadians where they spend most of their time, Statistics Canada currently has 10 accounts across 6 social media platforms.







*"In 2018, about 9 in 10 Canadians, aged 15 to 34, said they used social media regularly. This proportion was 8 in 10 for those aged 35 to 49, and 6 in 10 for those aged 50 to 64."*

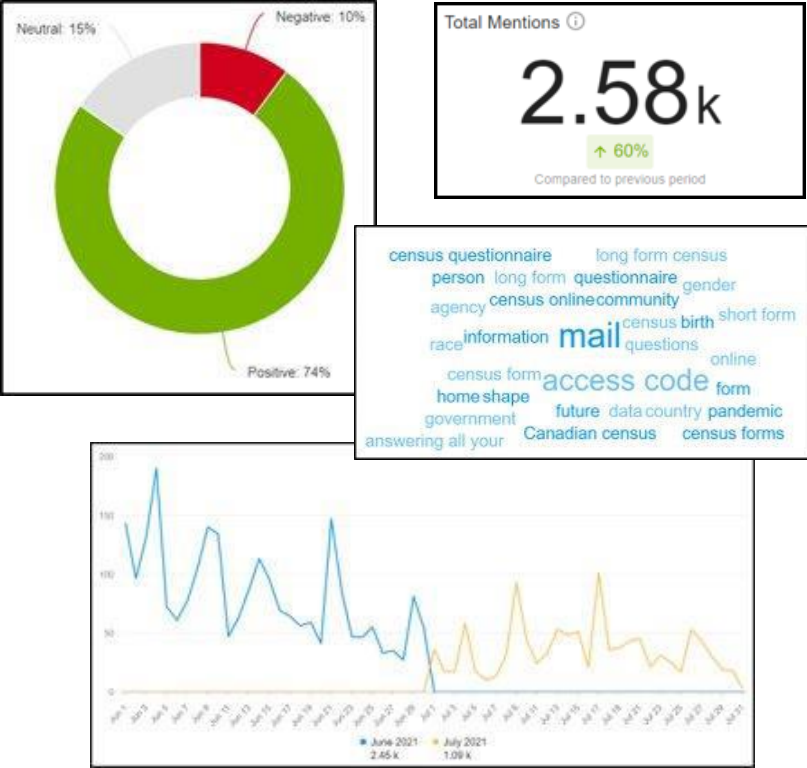
*(Source: Statistics Canada, Canadian Internet Use Survey, 2018)*



# SOCIAL TRENDS ANALYSIS

## Benefits of monitoring & reporting on social trends

-  Increases user-centricity by painting a clearer picture of Canadians' interests and attitudes, as well as ensuring that we meet user's data needs.
-  Improves timeliness for detection and correction of mis/disinformation on social media and digital news media.
-  Supports Crisis Communications Management by identifying potential online issues as they develop, in near real-time.
-  Improves effectiveness of our marketing, outreach, and engagement strategies leading to the creation of more targeted products and services



# Questions?



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