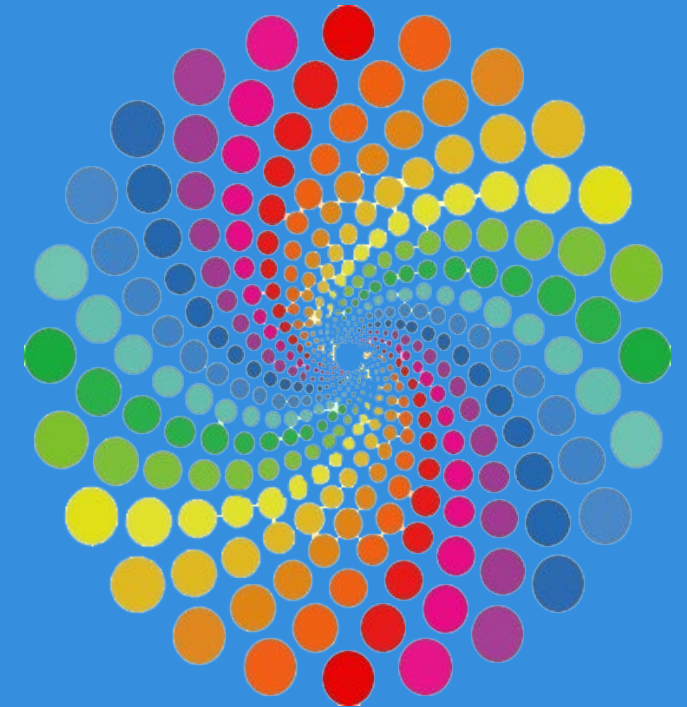


Strategic Communications Framework for Statistical Institutions

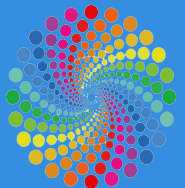
Connie Graziadei, UNECE

October 2022



Why now?

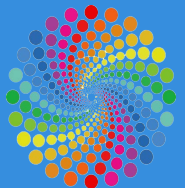
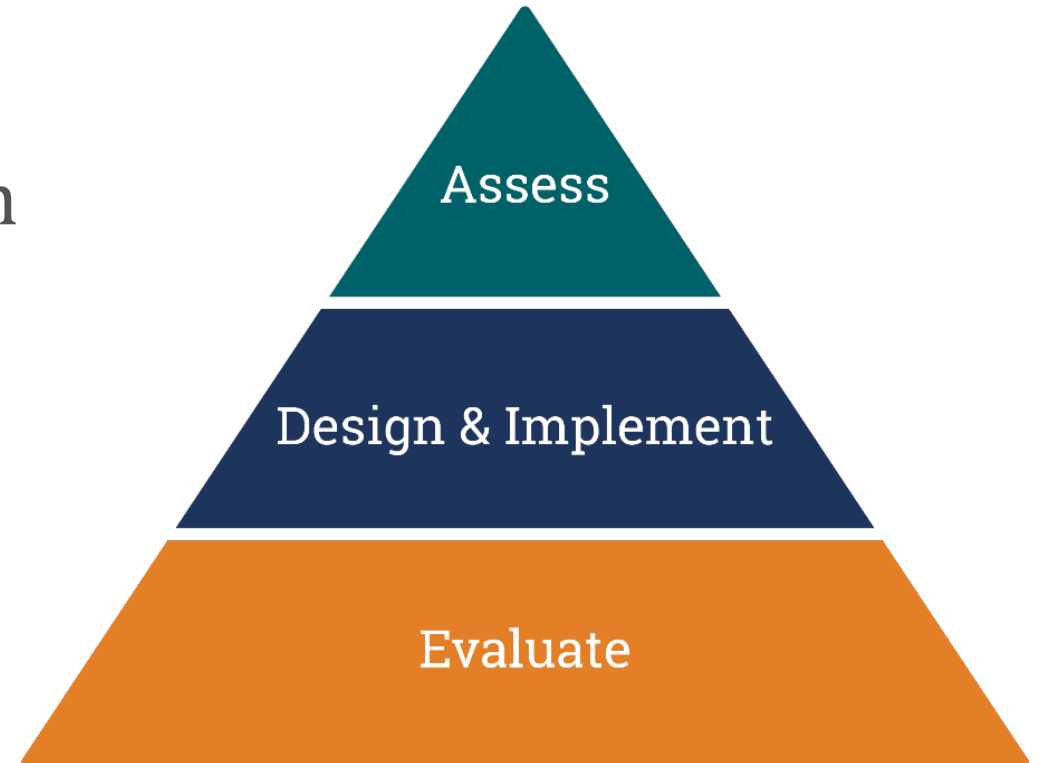
- Competitive environment
- Alternative data sources
- Modernized platforms and media
- Evolution of strategic communications
- **High-level Group for the Modernisation of Official Statistics**



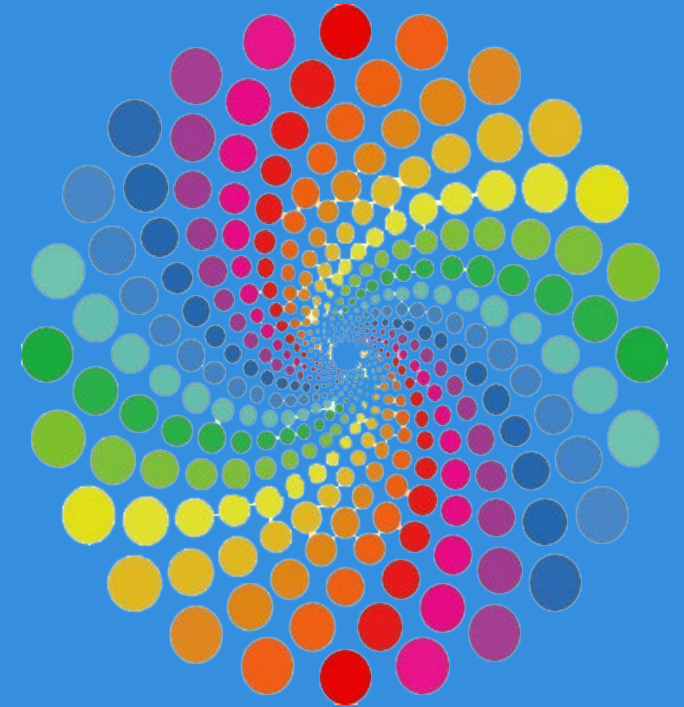
Strategic Communications Framework

Three tier approach:

- Assess the statistical organization
- Design and implement strategic communications components
- Evaluate the strategy

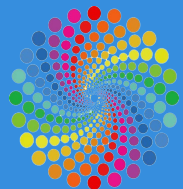


Assessing the Statistical Organisation



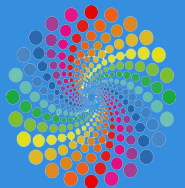
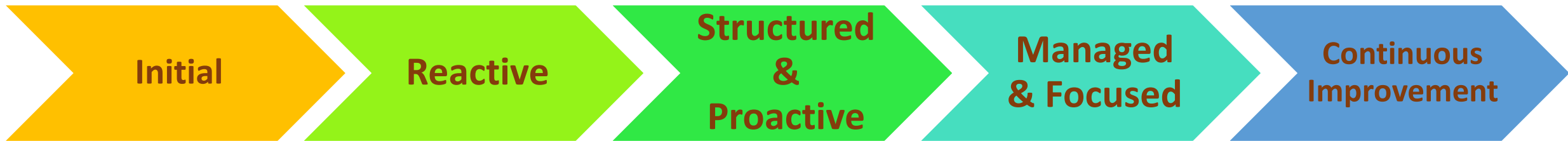
Branding

- **What is branding?**
 - How the organization lives its values and how it is presented to and perceived by the public
 - Part of the organization's DNA
- **Why is it important? It represents the organization's...**
 - Personality – how it interacts with its stakeholders
 - Identity – how others recognize it and the image it portrays
 - Reputation – how it is perceived and described by others
- **As a statistical organization, you have a brand whether you acknowledge it or not**
 - It is important to control and own your brand



Communications Function Maturity Model

Five Maturity Levels



Communications Function Maturity Model

Capability Levels



Communications Skill Sets



Management
and
Leadership

Strategic
Engagement

Strategic
Communications &
Brand
Management

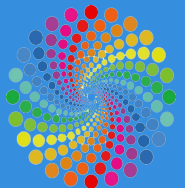
Content Creation

Social Media

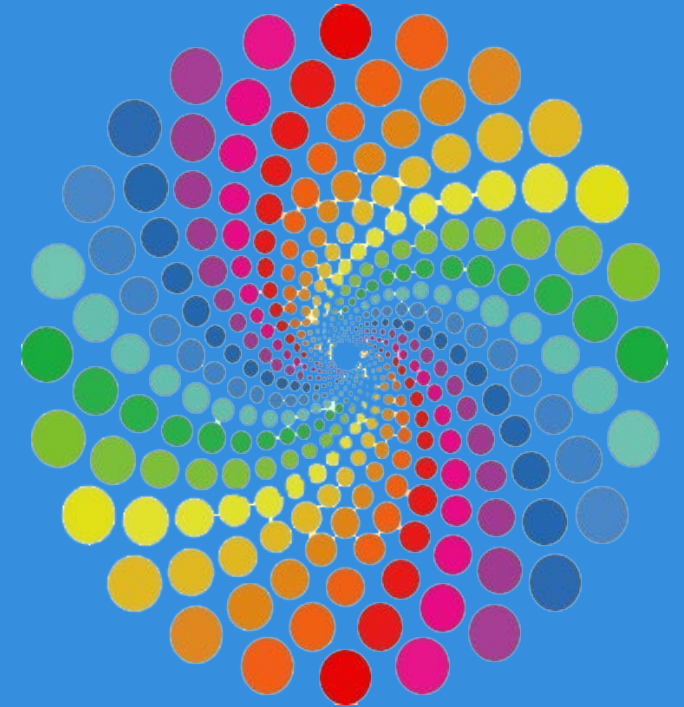
Media Relations

Website
Management

Digital Design &
Data Visualization

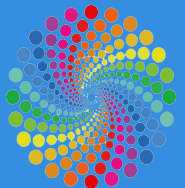


Designing and Implementing Strategic Communications



Designing and Implementing Strategic Communications

- “How to” approach: -
 - Reference **values and principles**
 - Conduct an **environmental scan**
 - Define **communications objectives**
 - Explore **audience segmentation**
 - **Channels** and development of a **content strategy**
- Guidelines for developing a **crisis and issue management strategy**



Strategic Approach to crisis management

BEFORE EVENT

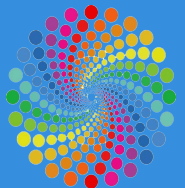
- Establish infrastructure
- Establish procedures

DURING EVENT

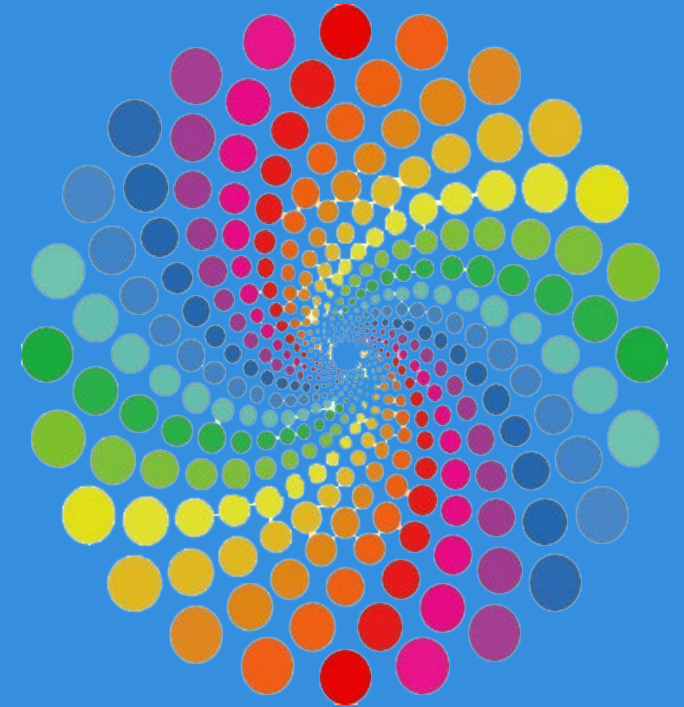
- Assess threat
- Modify & execute plan

AFTER EVENT

- Evaluate
- Lessons learned

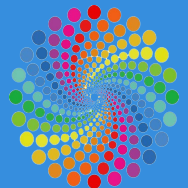


Evaluating external communications



Evaluation

- Types of KPIs
 - Activity based
 - Quantitative channel measures
 - Analytical - quantitative and qualitative combined
- Proof Principles
- Examples of Communications Evaluation



Example of communication evaluation



Objective

- To increase awareness of “x” issue

Communications Activities

- Stakeholder engagement undertaken
- Information sessions conducted
- Web copy updated
- Press release issues

Key Performance Indicators

- **Number of media mentions**
- **Number of website hits**

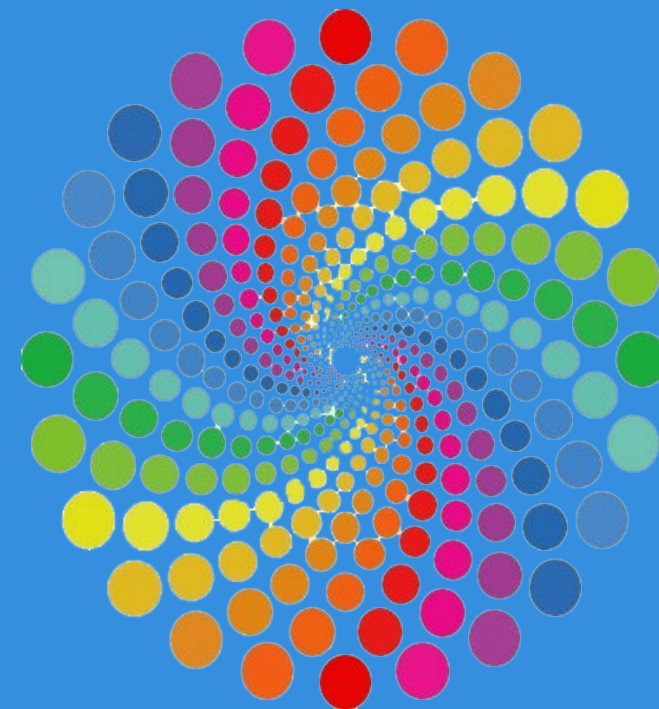
Lessons Learned

- The approach must be multi-channel
- Key messages need to be fully integrated





Next steps...



Where do we go from here?

- The framework is offered as a “guideline” and is not intended to be prescriptive.
- A key takeaway is that **YOUR** strategic communications framework needs to be tailored to **YOUR** needs.
- So, let’s get started....

