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

- Initial
- Reactive
- Structured & Proactive
- Managed & Focused
- Continuous Improvement
Communications Function Maturity Model

Capability Levels

- ORGANIZATIONAL – Leadership/Management/Policy
  - Strategic Orientation
  - Media Engagement
  - People
  - Processes
  - Technology
  - Budget & Metrics
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....