

## **Building trust through a layered communication strategy**

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### ***Abstract***

Throughout the past three years, Statistics Belgium adopted a layered communication strategy that supports trust building and a better brand identity. Several communication actions have been put in place in different domains, using the persona technique to identify users' needs:

- Bolstering data literacy: launch of Statbel Academy (dedicated to secondary schools) and relaunch of Statbel Junior (for children and youngsters aged 10-14 years old)
- Increasing transparency: planning on road shows in universities, access to microdata, analysis that have been published
- Combatting disinformation: different dashboards with crucial data, on themes like Ukrainians in Belgium and migration.
- Building networks and partnerships to increase trust: different networks nationally and internationally, e.g. with press and media, or with institutions working on similar topics (dashboard Ukraine & Migration)

The communication actions are checked against our persona family, with different types of users represented by one persona, making a small family of 9 different types of users and 9 different sets of needs. Taking into account these needs while taking steps forwards on a day-to-day basis, Statistics Belgium wants to show our international colleagues not only the work done, but certainly also: you do not need to wait for a big budget or a big communication campaign to start building trust in your NSI. Start today, but make sure to reflect on your actions regularly.