

Presenting iNews, a Communication Product

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Abstract

Presenting an EXTERNAL COMMUNICATION PRODUCT

INEWS – INE NEWSLETTER

a quarterly digital magazine that has been running uninterrupted since September 2009

UNDER THE MOTO Empowering Through Numbers: Illuminating the Path of Progress

The newsletter main purpose is to publicise Statistics Portugal and the importance of official statistics for an informed society and for the decision-making process...

...by addressing key points on the institute's work and institutional activities

...establishing a direct contact with USERS, RESPONDENTS, public and private stakeholders, and the whole of society

PROMOTES knowledge and trust, AGAINST suspicion and disinformation.

Also publishes information on other organizations on the field of statistics, maintaining collaboration and PARTNERSHIP.

INEWS also contributes to INTERNAL COMMUNICATION, by reporting statistical projects' state of the art.

Produced by INE, no outsourcing. The whole of the organisation contributes to the newsletter content.

Reader-friendly format, with engaging storytelling, high-quality visuals, and clear explanations.

INEWS covers different themes but does not address statistical techniques.

Main targeted public

Policy Makers and Government Agencies

Business and Industry Professionals



Educators and Students

Influencers and journalists

General Public with Interest in Data&Statistics

Next steps

Promoting the Brand: explore new audiences?