Dissemination & communication @ CBS

6 October 2016 – Henriëtte de Jong
Facts that matter
Facts that matter

- ‘Standard statistics’: nearly 4,000 data sets
  - About 80% mandatory under European regulations
- Policy related studies
- Custom made data
- Micro data (under strict conditions)
StatLine: nearly 4,000 data sets
Asylum requests; international
April 01 2016 | more info

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Total asylum requests</th>
<th>First asylum requests</th>
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<tbody>
<tr>
<td>Countries</td>
<td>x 1,000</td>
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<td>EU-28</td>
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<td>Austria</td>
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<td>Belgium</td>
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<td>Croatia</td>
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<td>Cyprus</td>
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<td>3.2</td>
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<td>1.2</td>
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<td>Denmark</td>
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<tr>
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Main publications

News releases on statistics: about 15/week published on www.cbs.nl

Corporate news releases: about 2/week published on corporate.cbs.nl

Social media posts (Twitter/Facebook): 10-20/day

Books & papers

Online data maps
News releases on statistics

With data updates or on trending topics

In relation to other statistics

Accompanied by graphics and videos

Timing is everything for media coverage:
  2.00AM: morning papers
  6.30AM: morning news
  3.30PM: evening news
Media coverage in 2015

CBS was mentioned in 37,000 news items in papers, television/radio shows and on websites (2014: 19,000)

102 news items that mention CBS per day

60 news items that mention CBS per news release
Central desk is crucial to media coverage

- Contacts media about news releases
- Handles embargo requests
- Answers press questions
- Arranges interviews with spokespersons
Corporate News
corporate.cbs.nl
Projects
Events and conferences
New products and services
Innovation
Institutions/users of our data
International developments

Focus in 2016: innovation, interviews with prominent users, labour market communication
Why?
– Publishing is not restricted to mass media anymore
– Interaction
– ‘Everybody’ is online
  - Dutch population: 17 million people
  - 94% is online
  - Twitter: 3 million active users
  - Facebook: 10 million active users

@statisticscbs & @statistiekcbs

facebook.com/statistiekcbs
facebook.com/statistiekcbs.cn
Facts and figures on @statistiekcbs

- Since September 2009
- Followers: 112 K
- Verified account
- 90K impressions/day
- 300 link clicks/day
- 90 retweets/day
- 20 likes/day
- 10 replies/day
What do we tweet?

– 10-20 tweets/day
– Several tweets on each news release
– Tweets on trending topics, with links to relevant news releases/data
– Replies to mentions (webcare)
– Retweets of spokespersons
– Retweets of CBS-related tweets
Mix of photos and graphs

Minister Jet Bussemaker overhandigt de award voor Beste Overheidsorganisatie aan CBS-DG Tjark Tjin-A-Tsoi.

Hoeveel jongeren zeggen verslaafd te zijn aan sociale media? cbs.nl/nl-NL/menu/the... mediawijsheid WvdM15

#Staatsschuld hoger door overname Fortis/@ABNAMRO in 2008. Hoeveel hoger lees je op: cbs.nl/nl-NL/menu/the...

Stand Nationale Vogel Grutto in 25 jaar tijd gehalveerd cbs.nl/nl-nl/menu/the...
Spokespersons on Twitter
And also...

- Youtube.com/statistiekCBS: +/- 120 videos:
  - Television news items featuring CBS’ spokespersons
  - ‘On a normal day in…’
    https://www.youtube.com/watch?v=mpK7iyDH2ek
  - Explanation of statistical definitions
  - Vlogs

- Plans: More webcare, Instagram?
How do our publications perform?

- Monitoring papers / news websites
- Monitoring social media: Coosto
- Morning papers
- Website-analysis
- Morning stand up
Books / papers

Methodology & research

Books for professional use

Books for general public

Recent books

Trends in the Caribbean Netherlands 2015
21/10/2015

Trends in the Netherlands
23/07/2015
CBS in your neighbourhood

Basisonderwijs, gemiddelde afstand in km - Buurten (2013)

- onbekend, geheim of nihil
- minder dan 0,5 km
- 0,5 tot 1 km
- 1 tot 1,5 km
- 1,5 tot 2 km
- 2 tot 2,5 km
- 2,5 tot 4 km
- 4 km of meer

Informatie over de kaartlaag

De gemiddelde afstand van alle inwoners tot de dichtstbijzijnde basisschool, berekend over de weg. Het basisonderwijs omvat naast de reguliere basisscholen ook de scholen voor kinderen van ouders zonder vaste woon- of verblijfplaats, de zogenoemde rijdende scholen, en de lijsplaatsscholen voor varende kleuters. Het speciaal basisonderwijs en de speciale scholen zijn niet meegenomen. Cijfers hebben betrekking op een in het voorgaand jaar begonnen schooljaar.

Verberg legenda →
When standard statistics are not enough...

- Centre for policy related studies
- Custom made research
  2014:
  - Over 100 research assignments
  - 50 different clients
  - Total revenue over €3 million
- Access to microdata: remote & on site
Policy related studies and custom made research

→ Complementary to standard statistics

→ Not for profit, but costs have to be covered by client

→ No policy statements, no predictions

→ All results are publicly published
Questions?

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