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## **Dissemination and Communication in the Digital Age: The Israeli Case - 70 Years of Official Statistics**

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### ***Abstract***

The evolution of cyberspace, the developments in technology, and the rise of social media have rapidly changed the way of communicating. These changes have not bypassed the environment in which official statistics operate. They have a big impact on the relations between people, government ministries and other institutions, and on the way people look for and consume information.

In this changing environment, Israel CBS, like other statistical offices, has to rethink its approach and methods for communicating with data users and the public. As part of its experience in dealing with these changes, we adopted a strategic framework and used modern tools aimed at improving the user's experience of data. They include:

- a) developing unmediated communication (social media)
- b) developing increase accessibility, visibility and relevance of data (mostly assimilation of technological systems)
- c) taking a proactive approach to empowering the users experience (conferences, seminars, lectures and training sessions).

During the workshop I will present the practices and tools we use to implement this strategy and in particular regarding the celebration of Israel and ICBS 70th anniversary a few weeks ago.