
The development of Citizen Focused Products in the Central Statistics Office, Ireland

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Abstract

The focus of my presentation is on the development of Citizen Focussed Products in the Central Statistics Office, Ireland.

The Central Statistics Office (CSO) in Ireland has been engaged in the development of citizen focussed products since 2014. The purpose of this project has been to engage with a more generalised audience than we were previously engaged with, to enhance our brand and to strengthen the perception of the CSO amongst the public.

The CSO has taken a measured approach to the development of these products. Initially, these products (infographics etc.) were designed to support our existing statistical products i.e. our statistical releases & publications. This in turn meant that our initial foray into the development of citizen focussed products was rather singular in focus as it was tied to the theme of the specific release or publication

Subsequently, further products were developed in conjunction with our widening Social Media base to suit the formats required by Facebook and Twitter. Specific campaigns have been developed specifically to utilise these social media tools which has allowed our citizen focussed products to stand independently from our traditional release & publication formats. This has allowed us to develop more multi themed products which we find are more appealing to a wider, more generalised audience. Recent developments have included the new “magazine article” format and multi-theme reports (CSO Facts & Figures and CSO Wellbeing Report) with a focus on a wider public audience. The reports tend to lean less on traditional table-driven content and more on visualisation techniques to inform the audience.

This presentation focuses on illustrations of our citizen focussed products and will look to compare the impact, through the use of social media analysis tools, of these newly developed products versus the comparable, traditionally disseminated products.