EXTERNAL STRATEGIC COMMUNICATION FRAMEWORK

Assessing the statistical organisation branding

PERSONALITY

REPUTATION

How it interacts with its stakeholders

How others recognise it and the image it portrays

How it is perceived and described by others

Considerations

Staff engagement

Implementation

BRAND

Evaluate

Definition

Visual identity

Assess

· Surveys

· Environment scan

· Vision

· Values

· Mission

· Corporate strategy

· Desired identity

· Customer research

· Staff consultation

· Environment scan

· Benchmarking

Communications strategy

· Logo/Guideline

· Language

· Applications, templates

· Sting/audio

· Pos. statement

Marketing strategy

E V A L U T I O N AND ITERATION

Maturity model

Five maturity levels

Initial

Reactive

Structured and Proactive

Managed and Focussed

Continuous Improvement

Strategic communications

Communication skill sets

M a n a g e m e n t & L e a d e r s h i p

Media relations

Stakeholder engagement

Content creation

 scrimmage

Social media

Ethical

Independent (without influence)

Honest

Trustworthy

Transparent

Values

Informing—increase awareness about the importance of statistics in everyday life, promote official statistics and the work of the statistical organisation

Understanding—exchange meanings, learn, reduce misunderstandings and misinterpretation of statistical data

Changing attitudes—shift perceptions

Altering behaviour—persuade the audience to act differently

Content strategy

Identify audience

Choose channels

Choose content types

Develop key messages

Matching key messages to audiences

Set the timing or periodicity of your campaign

Evaluate the impact of campaign for each channel

Oct 2018

Positioning

Embedded organisation branding

Assessing the statistical organisation branding

Five maturity levels

1. Initial

2. Initial

3. Structured and Proactive

4. Managed and Focused

5. Continuous Improvement

Principles

Importance

Ethical

Impartial

Transparency

Transparency (without influence)

Relevant

Relevant

Timely

Timely

Visible

Visible

Innovative

Innovative

Use of appropriate tone, content and channel for the identified audience

Objectives

Values

Principles

Strategic communications

Websites

Positioning

Evaluate

Assess

Communication

Visualization

Digital

Management

Internal

Growth

End user

Website management

Digital, design and development

Social media

Media relations

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Evaluating Activity-based – If no other measures are available, report on what you did (e.g., 3 newsletters, 10 seminars and 7 webpages).

Measures of communication channels – Quantitative measures, such as numbers of webpage hits and views, dwell times, phone calls, attendees, Twitter retweets/likes or Facebook comments/followers, indicate the uptake of information.

Analytical – These measures bring together quantitative channels (like those above) and complement them with qualitative understanding. These are the most detailed and provide a deeper understanding of performance. They address awareness, understanding, behavioural change, sentiment, share of voice, ownership and the difference between creating vs. informing the news.

PROOF principles

01 Pragmatic: Use the best available source of information. Don’t seek to generate perfect numbers instantly. Metrics should be fit for purpose. It’s important to use what you have and improve them through iteration.

02 Realistic: Ensure the safety of its community and the continued operation of essential services to its stakeholders. Provide updates as circumstances change.

03 Open: Record and share as much as possible. Don’t hide results. Remember that communication objectives and business/programme objectives are discrete, albeit closely linked.

04 Objective: Remain honest now to learn for the future. Recognise both successes and failings. Record the lessons learned.

05 Flexible: Keep your options open for the future.

Issue management principles

Advance planning – Evaluation
Executing the plan

I S U A N D C R I S

High
Low
Now or imminent
In the future

IMpact vS. TIMing

IMPACT VS. TIMING

Crisis/Issue Matrix

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