UNECE High-level Group for the Modernisation of Official Statistics

Business Case for exploring new and disruptive content and strategies to meet the communication challenges facing official statistics organisations

This business case was prepared by the Communication Task team under the Capabilities and Communication Group and is submitted to the HLG-MOS for their approval.

Type of Activity			
☒	New activity	☐	Extension of existing activity

Proposed Modernisation Group(s) for Activity			
☐	Applying Data Science and Modern Methods	☐	Blue Skies Thinking
☒	Capabilities and Communication	☐	Supporting Standards
☐	*Other:*		

Purpose
At the DissComm conference in October 2022 key challenges and opportunities for future work were discussed. The topics that were identified as priorities included building trust in official statistics, the challenge and threat posed by disinformation, and building awareness and engagement amongst specific sectors of society (e.g. young people). The ecosystem in which many of these challenges will be addressed is a digital one: digital platforms and web portals (including social media) where the majority of our audiences, access information, build connections and communities, and search for the tools and services required to meet their needs. The purpose of this activity proposal is to build understanding of this ecosystem, and ensure that our organisations are maximizing its potential as a tool to address the challenges mentioned here.

Description of the activity and deliverable(s)
Identify experiences and approaches of NSO's using digital products and web portals (including social media), specifically in the areas of:

- Disinformation and misinformation challenges
- Trust building
- Reaching and promoting engagement with young people and other target audiences (e.g. data providers, potential employees)
- Identify successes and failures in relation to content strategy and use of platforms.
- Explore the potential advantages and pitfalls of engaging with influencers or ambassadors to promote and raise the official statistics as a brand, generally or on specific campaigns
- Defining what constitutes success in relation to social media activities and how to measure it

The objective of this activity is to provide information on, and pathways to

- Maximising the potential of digital products and web portals to support the communication objectives of Official Statistics
- Building on the experience of others in relation to the developing of content, identifying platforms, and measuring the impact of these activities
- Understanding the capability and capacity requirements within communication teams to operate effectively in the digital ecosystem.

Alternatives considered
None

How does it relate to the HLG-MOS vision and other activities under the Group or HLG-MOS?
In addition to the key challenges previously mentioned. This work also supports the efforts to meet data needs of users effectively.
The public information sphere is becoming increasingly complex and challenging for statistical organisations. Private companies are producing statistics at a much faster pace based on new data sources. The information consumption pattern has changed with the public asking for data that resonate with their immediate interests at their fingertips, not just national headline figures released in newspapers. The past decade has also seen many changes in communication channels and a significant shift toward digital platforms such as social media.
In this changing environment, it is crucial that statistical organisations adapt the communication strategies (channels, audiences, messages, measure of success, etc.) to ensure that they reach users with useful and effective data, using the right platforms, while promoting the unique value of official statistics. This helps with building trust in statistical organisations, and hence supports the vision of HLG-MOS of enabling statistical organisations to be a trusted and a recognized data authority.

Proposed start and end dates	
Start: January 2023	**End:** December 2023