# 2015 Workshop on Dissemination and Communication of Statistics: Conclusions and Outcome

## Key items identified for future work

### Social Media
- Develop indicators for measuring the impact and effectiveness of social media activities
- Share strategies on social media and international collaboration, including using interactive channels.

### Apps, APIs and Open Data
- International collaboration on standards and sharing of best practices are needed
- Hackathons: good to organize more, including Global hackathon

### Digital Publishing of Statistics
- Share experiences and best practices in a more frequent manner on certain topics such as: yearbooks, visualization tools, games to promote statistical literacy or dictionaries of statistical terms and concepts.

### Open Session
- Develop analytics and evaluation tools to steer web content

### Building and Maintaining the Credibility of Official Statistics
- How to ensure and maintain independence
- Guidelines and best practices on reputation/crisis management