Future Work [votes]

- Dissemination versus Communication (overlap, differences and alignment) [31]
- Social media strategies (policies and strategies) [26]
- Reaching potential users: broadening audiences to non-users [23]
- Culture change (internal and external) [17]
- Segmentation of users and tailoring communication (tools and activities) [17]
- Training of all staff to communicate [19]
- Sharing failures (learn from experiences) [15]
- Employees as multipliers/ambassadors [14]
- Measuring the impact and success of communication (metrics) [13]
- Use of audio, music and podcasts additional to visualisation [12]
- Crisis management and strategies [6]
- Framework for partnerships [4]
- Trust and reputation management (internal and external) [3]
- Sharing hackathon experiences

Lessons Learned

Internal and external communication:

- Internal communication is the key to effective external communication.
- Internal communication is basis for good external communication. They should be seen together as they are always linked.
- Aligning external and internal communication is useful.
- External and internal communication needs to have linked strategies and have common messages.
- Internal communication is important and should be just as creative and innovative as external communication.

Engaging staff and staff engagement:

- Staff are ambassadors for the organization and its values.
- Training senior managers to communicate is necessary.
- Engaging with staff and getting their buy-in internally, is important.

Crisis and issue management:

- Role of internal communication in crisis management needs to be clear/modern methods in internal communication.
- Crisis management needs advance planning and should be flexible.
- Sharing good examples of issue management is important.

Audience segmentation and targeting (non) users:

- Audience segmentation and tailoring communication is very important.
- For the same data, different users need different products.
- Target groups should be involved in product development.
- User input is key to finding out what they need.
- We need to identify nonusers by going where they are.

Make data meaningful:

- We should explain our statistics and engage in dialogue with users.
- We need to make complex data accessible.
- Key messages (including on micro data) that are easy to understand are needed.
- The concept of ‘data warehouses’ as selfservice and drivethroughs for journalist needs to be developed.
- We need to change the mindset of users and identify how data is used.

Statistical literacy:

- Statistical literacy training for all non-statistical users.
- Statistical literacy is a new point of entry for new generations.

Branding:

- The whole organization should be an ambassador and we should use staff as multipliers.
- We need to measure our branding and the trust in our organization.
- We need to use the power of ‘influencers’ on social media.
- Putting faces to our statistics and promoting our experts is important.

Analytics and measuring impact:

- We need to measure the impact of our efforts.
- Google analytics and other tools are useful to get insight in our users.

Other:

- Repurpose existing data to new products
- Engagement of staff to change
- Search engine optimization
- Dissemination rules on confidentiality and privacy
- Digital transformation towards voice and automated outputs
• We need to build partnerships, including outside the statistics community, to increase our effectiveness.
• Resource intensive products such as videos should be shared more often.
• There are different views of what dissemination and communication means.