Key items identified for future work included:

- Share statistical campaigns, including problems, challenges, and failures.
- Develop guidance on how to measure the success and impact of communication.
- Develop guidance on how to create a stronger, more trustworthy brand and rebuild and strengthen trust in official statistics.
- Develop guidance on how to respond to “alternative facts” or misuse of official statistics.
- Develop guidance on how to make simpler, more portable tools and create partnerships, e.g. with media, to increase their use.
- Share experience in producing videos and other visualisations (including how to recreate them).

Session 1: Strategic communication planning

The following points were raised in the small group discussions as lessons learned and suggestions for future work:

- The “official statistics” label no longer automatically leads to increased use of statistics and data. To be successful, NSOs must develop a communications strategy at the same time as they develop the statistical programme. Communication should be part of the statistical process from the beginning.
- It is important to include a social media strategy in the dissemination strategy.
- NSOs need to be proactive in rebuilding trust in official statistics. This includes working to educate people to consume media critically, developing guidance on how to create a stronger brand and how to rebuild trust in official statistics, and sharing experiences on how to manage fake news and the use of “alternative facts”.
- The importance of communication should be understood by everybody in the statistical organization. Working more with multidisciplinary teams can help develop more efficient communication methods.
- In times of uncertainty, people expect more than just numbers, they expect analysis and context. Therefore, NSOs should move from just disseminating products to providing services, as well.
- Share experiences and results on recognizing “non-statistical” opportunities to introduce statistics into conversation.
- Share examples of successful statistical campaigns and what doesn’t work.

Session 2: Data visualisations

The following points were raised in the small group discussions as lessons learned and suggestions for future work:

- Visualisations that work in a simple, intuitive way are powerful. They should be shareable and usable by others.
- Tell stories and create narratives with the data. Use examples from daily life to introduce the tools to new audiences. Videos and infographics are good tools to use to reach a broad audience.
- Visualisations should reflect the brand of the NSO and have a unified visual identity.
- Research your developer. Having a good developer can avoid a lot of problems.
- Create a collection of sharable videos explaining specific topics, and share experiences with production of videos.
- Share internal (and external) guidelines for social media and rules of behaviour for staff.
- Demo sessions at Disscomm: how do you actually do x, y, and z?

Session 3: Measuring success and impact of communication programs

The following points were raised in the small group discussions as lessons learned and suggestions for future work:

- It is important to measure the outcome of the communication strategy and spend resources on measurement. Take a project management approach to measurement and consider all channels when measuring communication. An overview of monitoring tools for communication, in particular social media, would be useful.
- React to the results of monitoring and measurement quickly to meet changing user needs. People may suffer from information overload and may find it difficult to find relevant content on webpages. Therefore, it is important to listen to user feedback.
• Develop Key Performance Indicators (KPIs) for the website. They can tell the full story if you know how to use them. More guidance is needed on how to identify meaningful KPIs and how to use the results to make concrete improvements.
• Relative measures may be more meaningful than absolute ones.
• It is important to also target communications to specific groups such as journalists, students, etc. Not only must the story be tailored to needs, also the correct technology and products need to be used.
• Creating focus groups with interns is a good way to learn about new social media channels and the needs of younger audiences.
• Develop quality indicators for communication.
• Work at the international level to adopt a standard for defining and communicating experimental statistics. Follow-up on disseminating and communicating experimental data.

Session 4: New ways with new(s) media

The following points were raised in the small group discussions as lessons learned and suggestions for future work:

• Social media is not new anymore. Are there any new channels emerging?
• Criticism on social media can sometimes be addressed by other users. More guidance on how to do crisis communication in social media is needed.
• Social media follow their own rules of communication; messages need to be short and easy to understand. Make sure to really get the message across in social media. Use different channels for different messages. For example, Twitter is more professional, whereas Facebook is more for entertainment. Instagram works for infographs.
• Add humour (but be careful) in communication.
• Be responsive on social media, but remember that quick responses can raise expectations.

Session 5: Visions in data dissemination

The following points were raised in the small group discussions as lessons learned and suggestions for future work:

• Prepare ready-made infographs, videos, and visualisations and include those in press releases. Journalists will reuse them in their articles. Aligning with journalist’s needs (release times, training) is also important.
• Rethink the style of your press releases. For example, reduce text to bullets, include interactive charts, and integrate social media in news releases.
• Automate as much as possible, but take into account the target group; people don’t want to read /waste time looking for data, so create simple presentations of statistics. Guidance is needed on how to do this.
• Share more information on innovative release vehicles and on what services and products users want.