

Participation of representative of the State Statistical Committee in the working session on “Communication of Statistics” organized in Geneva, Switzerland

Representative of the State Statistical Committee Deputy Head of the Department of Data Dissemination – Sevda Suleymanova was participated in the working session on Conference of European Statisticians organized in Geneva by -UNO on 27-29 June, 2012. Representatives of Austria, Azerbaijan, Denmark, Estonia, Finland, Germany, Ireland, Israel, Japan, Luxemburg, Mexico, Holland, Norway, Russian Federation, Serbia, Singapore, Slovenia, Spain, Swiss, Switzerland, Turkey, United States of America, United Kingdom and experts of national statistical bodies of Uganda, as well as, Central Bank of Europe, European Institute for Gender Equality, UNESCO, UNCTAD and representatives of Organization for Economic Cooperation and Development were participated in the working session.



Mr. Steven Vale of the UNECE Secretariat opened the meeting and outlined the role of the UNECE in implementing the work programme of the Conference of European Statisticians.

Following themes were discussed during the session:

- Social media;
- New ways of engaging audience;

- Measuring effectiveness of communications;
- A Proactive Media Strategy for Official Statistics
- Internal communication

Main themes of presented presentations by the organizations were followings:

- Some organizations are still struggling with adoption social media policies and strategies because of the fear of losing credibility and jeopardizing the security of data or due to the lack of human and financial resources
- Several organizations choose to partner with external firms or media to target larger audience
- Twitter is the most popular tool among the organizations followed by Facebook and YouTube
- When exploring new ways of engaging audiences, organizations usually choose to create apps and interactive graphs.

The session was divided into 4 sessions according to the agenda. First session was dedicated to the effectiveness of communication. In this session representatives of national statistical offices, Central Bank of Europe and national statistical body of Estonia gave information on the base of their practices on following themes:

- Joint activity with Mass Media for the value of effectiveness;
- Knowledge level on receiving of data;
- The innovative aspects of the 2011 Population and Housing Census communication and measuring of its effectiveness.

Second session of was about building credibility.

The United Kingdom presented its proactive media strategy. It was noted that engagement with media improved the trust in official statistics. Good relations should, in theory, lead to better day-to-day coverage. The US Census Bureau presented its application programming interfaces (APIs) that enable open, stable and secure access to Census Bureau statistics for use by applications, including mobile applications, user mash-ups, data visualizations and web applications.

Third session was about the new ways of engaging audiences.

DESTATIS introduced Wikidata, a new platform that applies the collaborative approach to the collection of data. The presenters explained the concept of Wikidata and elaborated on the ways it can be used for statistics purposes.

The last session was about internal communication.

Eurostat introduced the concept of employee engagement, analyzed its importance for a modern organisation and gave examples of work being done in this field by the internal communication team at the organisation. The internal communication section at Eurostat is working on ways to increase the level of staff engagement in the institution using intranet, company's newsletter, face-to-face meetings and social media.

Sweden introduced its process to improve internal communication at the organization. The internal survey showed that internal communication varies substantially within the organisation. There was a request for better tools for internal communication, better structured and faster intranet and more structured information from top management. The goals for improved internal communication the organization set up were to make the information from top management easy to understand and to access, to improve the intranet and to improve the leaders' communicative competence.

There were interesting discussions and debates during the working session.