



**STATISTICS
DENMARK**

Communication and dissemination strategy 2016-2020



Communication and dissemination strategy 2016 – 2020

Communication and dissemination strategy 2016-2020

Published by Statistics Denmark

September 2016

Photo: Colourbox

Pdf edition:

Accessible free of charge at: www.dst.dk/publ/KFstrategy

ISBN: 978-87-501-2235-7

Address:

Danmarks Statistik

Sejrøgade 11

2100 København Ø

Phone 39 17 39 17

E-mail: dst@dst.dk

www.dst.dk

© Statistics Denmark 2016

We welcome you to cite from the publication.

However, Statistics Denmark must be clearly stated as the source in accordance with good practice.

You are permitted to copy the publication for private use.

Any other form of full or partial reproduction or copying of

the publication is not permitted without prior written consent from Statistics Denmark.

If you have any questions, please feel free to contact Statistics Denmark.

When an institution has entered into a copying agreement with COPY-DAN Writing, the institution is entitled – within the framework of the agreement – to copy from the publication.

Communication and dissemination strategy

Communication and Dissemination Strategy 2016-2020 sets out the general strategic principles for developing Statistics Denmark's external communication until 2020. The communication and dissemination strategy is one important element in realising **Strategy 2020** where it is laid down that Statistics Denmark must participate more actively in public debates and adapt services to the new and changing needs of users.

We envisage that in 2020 Statistics Denmark is transformed into a "generator of data and knowledge", which is strongly oriented toward our external stakeholders and which contributes to a strengthened understanding of socio-economic phenomena.
- Strategy 2020

The communication and dissemination strategy alone does not guarantee success but is underpinned by strategies and action plans for publishing, web, StatBank, social media, the news media and branding. The general strategy and the six sub-strategies together provide an overall view of the strategic goals and specific activities related to the further development of Statistics Denmark's communication and dissemination.

The impact of the strategy will be evaluated on the basis of, e.g. the following areas: general reputation of Statistics Denmark among the population, user satisfaction with our communication and dissemination and use of services offered by Statistics Denmark.

Statistics Denmark's communication and dissemination strategy sets out the principles of how to communicate with our target groups and gives an outline of the general strategies and objectives for our communication with the surrounding world. The strategy with related sub-strategies is an essential tool for all employees at Statistics Denmark in their day-to-day priorities and communication with our users of statistics.

The strategy is revised for the first time in 2017 and subsequently every second year.

Vision and goals

Statistics Denmark's history dates back to the introduction of democracy and the main objective of the institution is to underpin a vibrant democracy with meaningful and impartial statistics. We do this by delivering facts and by analysing trends in society, thus forming the basis for good community planning, decision-making, evaluation, debate and research. To secure this mission, our external communication must continuously be developed and improved – concurrently with changing user needs and in parallel with the digital development.

Statistics Denmark is the preferred supplier of statistical data

- Strategy 2020

To meet these demands, the new communication and dissemination strategy sets out two strategic communication targets:

- 1. Our communication is adapted to user needs*
- 2. We are visible and relevant in public debates*

To meet these objectives, we must not only present figures. We must also put them into perspective through comparisons and in-depth analyses and show the correlations across statistics. Our aim is to continue having a strong focus on presenting facts and figures – while strengthening our focus on utilising the knowledge and insight of Statistics Denmark for the benefit of our users.

The further development of our external communication must underpin these objectives.

Statistics Denmark's employees are responsible for ensuring that the objectives are achieved. The Dissemination Centre is responsible for imparting knowledge about the communication and dissemination strategy and to conduct follow-up activities on the strategy.

Principles for good communication

Communication at Statistics Denmark must be based on Statistics Denmark's core values. The core values form an essential basis for enabling Statistics Denmark to give priority to the way in which we want to communicate – and to give priority to the contents that we want to communicate.

Statistics Denmark is the central producer and provider of statistics and is responsible for producing official statistics on social and economic trends in Danish society. To achieve this Statistics Denmark complies with the international principles for trustworthy official statistics adopted, respectively, by the EU and the UN, including Code of Practice for statistical institutes.

INDEPENDENCE

Figures, analyses and comments are disseminated independently of political, economic and other interests. The release of statistical data is pre-announced and we ensure that the statistical results are available to all users at the same time.

TRUSTWORTHY

We must ensure that the figures are well-documented and have a high quality and that the statistics comply with international standards. Statistics Denmark's dissemination of statistics must be factual and impartial to the greatest possible extent.

DATA SECURITY

The statistics are published and commented on. The statistical information cannot be referred to any identifiable business or person.

USER-ORIENTED

The users are systematically involved ensuring that the statistics are disseminated in a way corresponding to user needs.

CAPACITY TO ADAPT TO CHANGE

We continuously adapt our way of communicating so that it is suited to the different target groups and the present circumstances.

COMPREHENSIVE APPROACH

We ensure that our communication is related to what happens in society – globally as well as nationally. We communicate analytically, putting information into perspective and across subject areas and countries.

OPENNESS

We take care to ensure that it is easy to find, understand and use the statistics. There is full openness with regard to publication of erroneous figures. Errors are corrected as soon as possible and are clearly marked. Documentation of method, quality and concepts is attached to all statistical domains.

Communication target 1

Our communication must be adapted to new and changing user needs

A better understanding of user needs for statistics and enhanced ability to meet them is among the main prerequisites for maintaining our role as the preferred supplier of facts.

To achieve this it is important to engage in a continuous dialogue with our wide range of users, and to ensure that we are familiar with their needs and use of our communication products.

It is therefore an independent strategic objective that we have to involve ourselves even stronger with our users.

We must therefore

1. Increase our knowledge of users by:
 - Strengthening our active participation in the dialogue with our users
 - Proactively identify their needs and respond to changes therein
 - Participate to a greater extent in the fora frequented by our users
2. Develop our services on the basis of our knowledge of user requirements and behaviour
3. Make our data more accessible to our key target groups – anytime and anywhere
4. Adapt our communication channels and products to user needs
5. Improve the relationship between the statistics and documentation
6. Uphold Statistics Denmark's reputation as an open, independent, trustworthy and accessible institution.

Communication target 2

We must increase our visibility and relevance in the public debate

Statistics Denmark wants to strengthen its role in the public debate by including our statistical data and knowledge to an even greater extent in the current debates.

A prerequisite of this is, among other things, a more proactive and accessible communication which is put into perspective.

Statistics Denmark must offer statistical data more quickly when data are able to underpin the basis of knowledge in public debates.

We must therefore

1. Be available with facts when they are needed by the users
2. Contribute actively with facts in the public debate
3. Have dedicated resources for media and analysis preparedness
4. Communicate with an analytical perspective and across sectors
5. Raise the profile of the employees' professional skills
6. Increase staff communication skills and ability to think laterally.

Target groups

Our users are the entire population in Denmark

To communicate and disseminate Statistics Denmark's data and knowledge in a focused and efficient manner, it is essential to set the priorities for the target groups and adapt the contents to these groups. Statistics Denmark's contents are passed on by several target groups and are thus target group as well as channel.

Against this background, high priority is given to the news media. This applies to dissemination of Statistics Denmark's contents and in relation to Statistics Denmark's direct communication initiatives, as our aim is to reach effectively our end-users.

Today's most important end-users of Statistics Denmark's services are made up by ministries, analysts and organisations. They make use of the statistics compiled by Statistics Denmark in the widest possible contexts of our society, either because they are part of central decisions, reports or evaluations

In the light of this, Statistics Denmark's communication of statistics must be aimed at the following target groups:

- *News media*
- *Ministries, organisations and analysts*
- *Businesses, municipalities and education sector*
- *Population*

Contents

Statistics Denmark's comprehensive data collection and knowledge must be brought into play to the greatest extent possible.

This is to be carried out through our dissemination services which put the statistics into perspective and show coherence across the statistics and thereby add additional value to the statistics for users and customers.

The way in which we communicate and disseminate our data and knowledge is to be further developed, so that we can, to an even greater extent, utilise the digital opportunities and adapt to user needs. In this context, we particularly want to develop our publications in a more digital direction.

We must therefore

1. Utilise digital opportunities in the dissemination of our contents
2. Strengthen the relevance of our statistics through analyses
3. Contents providing a better overview in our publications
4. Make it easier to share our contents
5. Make our contents useful and attractive to use on external communication platforms
6. Ensure that the contents are accessible to documentation of method, quality and concepts.

User profiles

Statistics Denmark's users have a great variety of needs and skill levels when they are searching for, using and processing data. There are also great differences with regard to needs and skill levels within the individual target groups. Our communication must be adapted to the different skill levels. Against this background, we have divided users into 4 levels in order to have a basis for selecting communication products and channels, which are adapted to user needs.

General population	Specially interested parties	Professional users	Analysts
<ul style="list-style-type: none"> • Everyone in contact with Statistics Denmark through the flow of news • Mr and Mrs Smith • People interested in social affairs 	<ul style="list-style-type: none"> • Actively searching for facts • No special qualifications • E.g. journalists, students and politicians 	<ul style="list-style-type: none"> • Use systematically figures from Statistics Denmark • Can combine and extract data • E.g. analysts, specialists, trade and business press, and public servants 	<ul style="list-style-type: none"> • Awareness of statistics • Can extract and process complex data • E.g. researchers, large-scale consumers and data analysis units

	General population	Specially interested parties	Professional users	Analysts
Content providing a better overview e.g. interactive maps infographics and figures				
"Commented" statistics e.g. press releases newsletters, analyses subject pages and publications				
Data - statbank.dk database extracts processed aggregates data				
Data - microdata database extracts unprocessed microdata				

Communication channels – dissemination of statistics to the users

Statistics Denmark's website, including the database StatBank, is the central dissemination channel for the statistics that we produce.

Our website must increasingly be supplemented by other digital channels, e.g. social media, blogs and newsletters.

We will cooperate with other statistics producers and develop a well-functioning, efficient and modern access to official statistics in Denmark.

We must therefore

1. Make it easier to find official statistics
2. Make it easier to understand the statistics
3. Make the statistics more appealing
4. Make the statistics and services more accessible, enabling other users to pass on our data to third parties
5. Create better relationship between the contents in Statistics Denmark's communication
6. Utilise our figures and contents across Statistics Denmark's communication channels.

Communication channels – communication with our users about statistics

We must strengthen an open and active dialogue with our users. Not only through different types of media, but also in connection with an active participation in public debates, e.g. by participation in events, where our statistical figures and knowledge are brought into play. The dialogue must reflect that Statistics Denmark is independent of private interests and thereby underpinning our trustworthiness.

We must communicate in a clear and relevant manner and at eye level with our users and adapted to the specific target group.

We must communicate with our users on their preferred communication channels.

We must therefore

1. Professionalise and develop our direct communication with the users in, e.g. the following ways:
 - Participation in public debates
 - Participation in events
 - Consulting services
 - Contact with the users in, e.g. user and contact groups
 - Daily contact by Statistics Denmark's employees with the users
 - Social media/blogs
2. Enhance the transparency of Statistics Denmark's commercial services in response to user needs.

Evaluation of the communication and dissemination strategy

For the purpose of conducting a general evaluation of whether the objectives of the communication and dissemination strategy are being realised, indicators to quantify and to be followed up on during the period of the Strategy are established. These indicators all point to the implementation of Statistics Denmark's **Strategy 2020**.

The underlying strategies of the structure of publishing, the news media, StatBank, social media and branding must also lay down ambitious and relevant objectives underpinning fulfilment of the general indicators of the communication and dissemination strategy.

Indicators

1. General reputation of Statistics Denmark among the population
2. News media satisfaction with Statistics Denmark's services, openness and accessibility
3. Satisfaction with Statistics Denmark's services, openness and accessibility by other important user groups
4. Use of Statistics Denmark's services
5. Demand for our services subject to user charges.