

## **The imperious need for an NSI's renewed communication strategy in the era of information over-abundance.**

### **Facts / challenge**

- information is over-abundant
- people select less information / information is pushed to reach them
- data is pushing away robust official statistics and fake / week information hides evidence based facts
- general opinion mistrusts official statistics... Data collection may be consequently fragilized.

### **The communication strategy has to be global/systemic and innovative.**

Only a **systemic** vision of the communication of the NSI can meet the challenge :

- Not only a communication designed to support dissemination, but also a specific institutional communication
- Not only « statistical » communication, but also pedagogical communication : statistical literacy...
- Not only a communication on products, but also a communication on processes, quality, shared values of official statistics

Only an **innovative** communication of the NSI can meet the challenge :

- not only an active communication scheduled when releasing information, but a proactive an reactive communication
- not only through traditionnal channels (web site and press media), but also directly to users through social networks
- not only « distant » and passive, but also engaging, having users to interact with the information and statistics : data-visualisation...

The European ESS VIP programme **DIGICOM** fosters shared investment of the ESS in this field of activity.

- from data visualisation to gamification
- from pedagogic videos and e-learning material to a european statistics competition for undergraduate students
- from users analytics and segmentation to a communication strategy build around a branding strategy.
- from open data access with API development to linked open statistics' promising future.