



STATISTICS
DENMARK

Communication and dissemination strategy

2018-2022



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Communication and dissemination strategy

In the [Communication and dissemination strategy 2018-2022](#), we presents our strategic objectives for the development of Statistics Denmark's external communication moving forward towards 2022. The communication and dissemination strategy is one of the means by which to implement Statistics Denmark's [Strategy 2022](#), which requires that we deliver facts to the flow of information to counterbalance e.g. fake news and the increasingly unpredictable state of the media. The citizens must have easy access to our independent and high-quality statistics and knowledge. We must make the most of digital opportunities in our communication and make statistics available on the platforms and in the form that is most useful to our users.



*Statistics Denmark is developing its position as a central generator of data and knowledge enhancing the understanding of the conditions in society.
- Strategy 2022*

The communication and dissemination strategy does not stand alone; it is supported by strategies and action plans for digital publishing, social media and the press. The general strategy and the three sub-strategies together provide an overview of strategic objectives and specific activities in the further development of Statistics Denmark's communication and dissemination.

We will assess the impact of the strategy in areas such as the development in our public image, user satisfaction with our communication and dissemination, and the use of our services.

Communication and dissemination strategy 2018-2022 describes how we communicate with our target groups. The strategy along with related sub-strategies is an important tool for all employees in Statistics Denmark in our day-to-day prioritisation and communication with the users of the statistics.

We revise the strategy every two years.

Vision and objectives

The history of Statistics Denmark dates as far back as the introduction of democracy, and the main purpose of the institution is to support a vibrant democracy with meaningful and impartial statistics. We do so in presenting structures and trends in society in a factual and understandable way, thus creating a basis for decisions, social planning, evaluation, debate and research. For our services to be adapted for future requirements, we must develop and enhance our communication as new requirements emerge and in line with the digital development.



We deliver knowledge to underpin decisions, debates and research.

- Strategy 2022

On this basis, the communication and dissemination strategy defines three strategic communication objectives of which the third derives from user requirements (objective no. 2):

- 1. We are visible and provide relevant input to the public debate*
- 2. Our communication is adapted to the users' needs*
- 3. We make the most of digital opportunities in our communication*

To fulfil these objectives, we must not simply present the figures, but also put them into perspective through comparisons and in-depth analysis and by pointing out correlations across the statistics. We must apply the formats and platforms that are most relevant to our users.

We must continue to develop our communication in support of these objectives.

Employees of Statistics Denmark have a common responsibility to fulfil these objectives. The communication office is responsible for putting the communication and dissemination strategy on the map and for continuously following up on it.

The values in our communication

Statistics Denmark is the central Danish producer of statistics and is responsible for producing and communicating official statistics on society and developments in society. The communication in Statistics Denmark is based on the seven core values of the organisation. These values reflect the international principles of credible, official statistics adopted by the EU and the UN, and included in the Code of Practice for statistical offices.

We describe the seven core values here in a communication context.

INDEPENDENCE

Figures, analyses and comments are disseminated independently of political and economic interests. We pre-announce the publication of new figures and ensure that all users have equal access to the results at the same time.

CREDIBILITY

We must ensure that the figures are well-documented, of high quality and in compliance with international standards. Our dissemination of the statistics must be as factual and objective as possible. Our presentation is focused only on the findings.

DATA SECURITY

The statistics are published and referred to in ways that do not allow users to backtrack information to individual enterprises or persons.

USER-ORIENTATION

We are continuously in dialogue with our users, and we systematically include their feedback in the development of our communication to ensure that it meets their needs. We actively offer the users relevant statistics for the current public debate.

ADAPTABILITY

We continuously adapt our communication to the different target groups, situations, formats and platforms.

HOLISTIC APPROACH

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

OPENNESS

We ensure that it is easy to find, understand and use the statistics. There is absolute openness with regard to any errors in figures published by us. Errors are corrected as soon as possible and are clearly marked. All statistical domains provide access to documentation of method, quality and concepts.

Communication objective 1

WE ARE VISIBLE AND PROVIDE RELEVANT INPUT TO THE PUBLIC DEBATE

Statistics Denmark wants to support the public debate by making our statistical data and knowledge available. We bring new as well as existing knowledge and data into play to enhance the democratic debate.

We contribute to the public debate, where and when it is of relevance. To do so, we must be able to provide timely, relevant statistics that are adapted and available, and to put the information into perspective.

Consequently, we must

1. Monitor the news flow and contribute actively with facts in the public debate
2. Make facts available where the citizens are – e.g. on social media and at events
3. Have a flexible editorial approach that allows us to offer facts on a day-to-day basis
4. Communicate analytically, putting information into perspective across statistical domains, so that it relates to the public debate
5. Raise the profile of our employees' professional skills
6. Enhance the communication skills of employees and their lateral thinking across statistical domains.

Communication objective 2

WE ADAPT TO USER REQUIREMENTS

Statistics Denmark must be the competent authority for providing facts in domains for which we compile statistics. Accordingly, we must have thorough knowledge of user requirements for statistical data and information to be able to meet their requirements as best we can.

We user test our solutions and are in continuous dialogue with our different users to know their requirements and use of our communication products as well as possible.

It is an independent strategic objective that we become even more involved with our users and continuously develop our communication based on their behaviour and feedback.

Consequently, we must

1. Increase our knowledge of users by:
 - Enhancing the dialogue with users, e.g. through user tests
 - Identifying user requirements, e.g. by user testing solutions
 - Analysing user behaviour
2. Base the development of our communication formats and channels on our knowledge of user requests, requirements and behaviour
3. Make our data more available to users and participate in forums visited and used for communication by users
4. Develop our communication so that it is easy to understand
5. Improve the relationship between statistics and documentation

Communication objective 3

WE MAKE THE MOST OF DIGITAL OPPORTUNITIES IN OUR COMMUNICATION

Statistics Denmark must make the most of digital opportunities and modernise our communication so that users can easily find, understand and navigate in the content that is relevant to them and continuously stay up-to-date on the latest statistics. We must enable users with different needs to gain an overview of the data and information that exists on a given topic. The statistics must be disseminated at multiple levels adapted to new as well as advanced users of statistics.

We communicate with the users via their preferred channels and make our digital content and services available.

Employees of Statistics Denmark play a vital role in our domain-specific dissemination, and we must contribute to strengthen their communication skills and domain-specific networks e.g. on social media

Consequently, we must

1. Create solutions that can be continuously adapted to user requirements
2. Create coherence between related content across channels
3. Increase our use of visual and interactive communication offering users greater benefit from the statistics
4. Adapt our communication for mobile platforms
5. Facilitate and make it interesting to share, combine and use our content
6. Support the professional dissemination by employees helping them reinforce their professional networks and communication skills

Target groups and user profiles

Statistics Denmark wants to reach all types of users throughout the population so that we can fulfil our objective of providing data and knowledge to support decisions, debate and research. We aim for our digital solutions to be useful to as many target groups as possible and to accommodate an increasingly fragmented and individualised use.

The press communicates Statistics Denmark's content and in this way, the press is a target group as well as a channel through which we can redistribute our statistical findings to a broad audience. This is why the press is given high priority in the dissemination of our publications, as the aim is to reach our end users effectively.

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

In the light of this, we must aim our communication at the following target groups:

- *The press*
- *Ministries, organisations and analysts*
- *Enterprises, municipalities and the educational sector*
- *The population*

The target groups have different needs in terms of the level of detail of the statistics, use of documentation, and facilities for further processing of data. Our communication and solutions must be adapted to these different needs. To do so, we have defined four user profiles to use as a basis for preparing communication solutions and for our choice of channels, which we match with the users' different backgrounds.

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 • 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"> • Systematically using figures from Statistics Denmark • Able to combine and extract data • E.g. specialists, trade and business press, and public servants 	<ul style="list-style-type: none"> • Statistical literacy • Able to extract and process complex data • E.g. researchers, large-scale users 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 raw microdata				

Evaluation of the communication and dissemination strategy 2018-2022

To assess whether the objectives of the communication and dissemination strategy are being realised, a number of indicators are defined on which to follow up during the strategy period. These indicators all point to the implementation of Statistics Denmark's [Strategy 2022](#).

The underlying strategies of digital publishing, press, and social media must also lay down ambitious and relevant objectives to support fulfilment of the indicators of the general communication and dissemination strategy.

Indicators

1. Public image of Statistics Denmark
2. Satisfaction of the press with Statistics Denmark's services, openness and accessibility
3. Satisfaction of other important user groups with Statistics Denmark's services, openness and accessibility
4. Use of Statistics Denmark's services



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