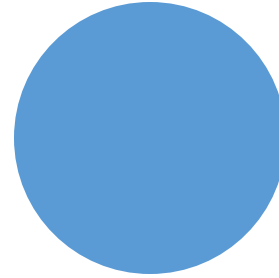


Communication Strategy for UN Network of Economic Statisticians

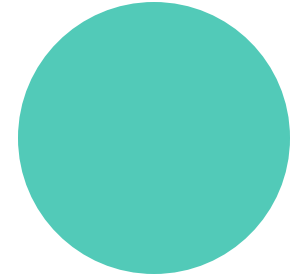
3rd Virtual Meeting of Organizational Sprint

15 December 2021

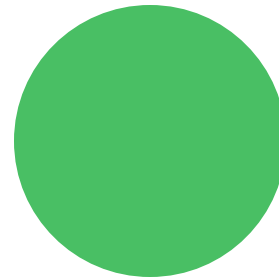
Main elements of communication strategy



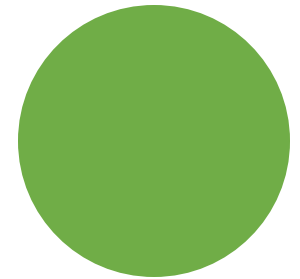
PURPOSE AND OBJECTIVES



• COMMUNICATION PRINCIPLES

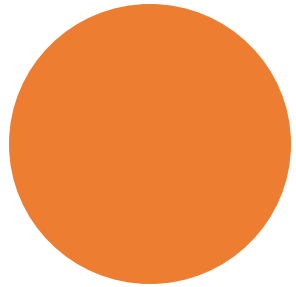


• TARGET AUDIENCE

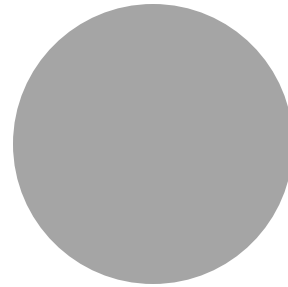


• MECHANISMS AND ACTIVITIES

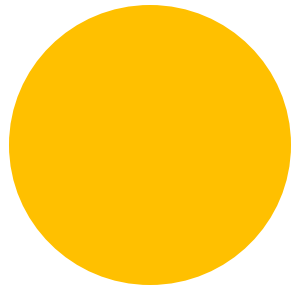
Purpose and objectives



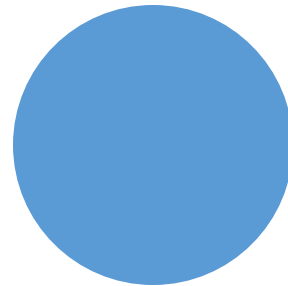
Enable the system
through improved
working methods



Network the system
through user centric
approach



Document the system
through standards and
practices



Challenge the system
through use cases



Principles

Tailor to discrete
audiences

Ensure coherent
messages

Learn, practice,
and experiment

Share knowledge
and co-invest

Target audience

Government

National statistical system (NSOs and national agencies)

International and regional agencies

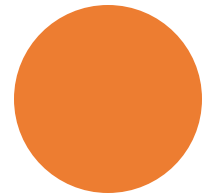
Academia and scientific community

Private sector

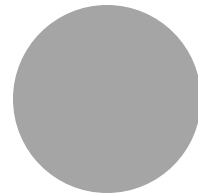
Media

Civil society

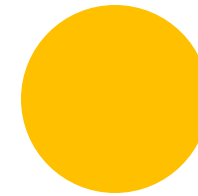
Mechanisms and activities



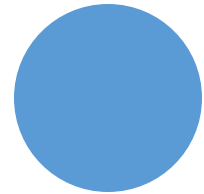
Regional seminars



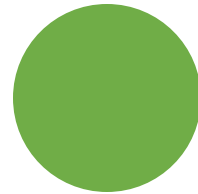
Global forums



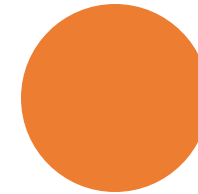
Newsletters



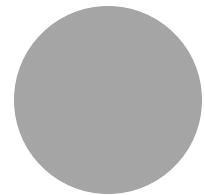
Flyers



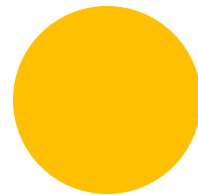
Websites and knowledge bases



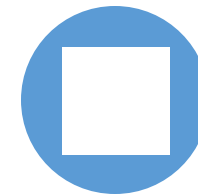
Monitors



Interviews



Presentations



Social networking service (Yammer)