

Communication strategy 2025



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PURPOSE

Communication strategy 2025 describes Statistics Denmark’s strategic goals for the development of our external communication towards 2025 and is one of the means to re-alise Statistics Denmark’s Strategy 2025. As a part of Strategy 2025, Statistics Denmark shall be the preferred source of reliable information on society in times where citizens need to navigate through an immense and potentially misleading flow of facts and figures and where it is hard to know for sure whether statistics and analyses are reliable and detached from specific interests.

“We are the preferred source of reliable knowledge on Danish society”

Citizens, businesses and authorities meet Statistics Denmark in various ways. You can read about our statistics in the daily press, come across us on social media, look for information from us on your own initiative, use us in your daily work or meet us when we request the data on which we base our statistics. This makes demands on our ability to communicate with and to different target groups in different situations.

The communication strategy provides an overview of our strategic communication goals and efforts to further develop Statistics Denmark’s external communication, including communication to and with our different target groups.

The communication strategy is common for Statistics Denmark as an organisation, and we share the responsibility for achieving the strategy and its goals.

GOALS

The history of Statistics Denmark dates back to the introduction of democracy in Denmark, and our statistics and data support a vibrant democracy and a well-functioning economy.

“We are the national supplier of independent statistics and data to society”

At Statistics Denmark, we are working to allow decisions at all levels of society – from national politics to the individual business and family – to be based on reliable and objective facts. In this way, we also create a basis for social planning and management, evaluation, debate and research.

To future-proof our solution of this task, we

will develop and improve our communication with new requirements from users and data providers in mind as well as the new digital development opportunities.

Against this background, the communication strategy outlines four strategic communication goals.

1. We are visible and provide relevant input to all levels of society
2. We communicate focusing on different target groups and their needs
3. We enhance statistical literacy, the ability to use statistics and to navigate through facts and fake news
4. We draw attention to the customised statistics, surveys and data service options available to everyone.

THE VALUES IN OUR COMMUNICATION

Communication in Statistics Denmark is based on the five values of the organisation, which also reflect the international principles of reliable, official statistics adopted by the EU and the UN, including the National Code of Good Practice for Official Statistics.

We describe the five core values here in a communication context:

Trustworthiness

We must ensure that the figures are well-documented, of high quality and in compliance with international standards. Statistics Denmark is independent and impartial. We are conscious that our communication appears as such, and we focus on maintaining or enhancing our trustworthiness through our communication.

Transparency

We share our knowledge and ensure that it is easy to find, understand and use our statistics and data. We are open about errors in our publications. Errors are corrected as soon as possible and are clearly marked. All our statistics provide access to documentation of method, quality and concepts. It is easy to find the competent employee.

User focus

We communicate via the communication channels and platforms that are most relevant to our users and their needs. We are in dialogue with users and use feedback from our various target groups in our communication. Society can benefit from relevant statistics and data that can support decisions and the current democratic debate.

Adaptability

We continuously adapt our communication to different target groups, situations, formats and platforms. We explore new ways to cover society's changing needs and work to make our statistics and data benefit more users.

Data accountability

We focus on and communicate about data security. Our statistics are published and commented on in a way that ensures that statistical information cannot be traced back to individual businesses or persons.

COMMUNICATION GOALS

COMMUNICATION GOAL 1

We are visible and provide relevant input for all levels of society

Statistics Denmark wants to be the preferred source of reliable knowledge on society. This implies that we are visible and working continuously with our penetration. We add value and demonstrate relevance by offering a broad perspective and putting things in a wider context across statistical domains.

To this end, Statistics Denmark will:

1. Make statistics, data and facts available where citizens and professional users are present and develop our ability to communicate in a way that is easy to understand
2. Monitor the flow of news and offer facts where we can enrich the democratic debate
3. Communicate analytically, putting information into perspective across statistical domains, so that it is of relevance to society, including in an international context
4. Be present and be relevant in a broad spectrum of communication channels and continuously assess whether we are using the right channels
5. Communicate the importance of obtaining good data and new data types at Statistics Denmark to maintain our ability to highlight developments in society.

COMMUNICATION GOAL 2

We communicate focusing on different target groups and their needs

Statistics Denmark must be the preferred supplier of facts in domains where we compile statistics or offer customised solutions and surveys. Accordingly, we must have thorough knowledge of user requirements for statistics, data and information to be able to meet their requirements as best we can. We want to be the common point of access to official statistics and facilitate the use of these.

In Strategy 2025, we aim to strengthen our collaboration with stakeholders and users. We involve stakeholders in our work on developing good solutions, we readily test new opportunities with improvement potential, and we value feedback – even when it is critical.

Statistics Denmark's target groups vary widely as do the reasons that they are in contact with us. Citizens and businesses who participate in surveys and collection of data did not ask for it. Therefore, it is all the more important that we endeavour to make our contact with these two target groups as smooth as possible and that we communicate our appreciation of their efforts and the great value they have.

In spite of the many target groups and purposes, Statistics Denmark strives to appear as a unified, professional and trustworthy organisation.

To this end, Statistics Denmark will:

1. Increase our knowledge of target groups through user surveys, dialogue, user testing of solutions, behaviour analyses, user journeys etc. and base the development of our communication formats and channels on this knowledge
2. Further develop and modernise our digital platforms focusing on different target groups, including a boost of dst.dk, Statbank Denmark, our data service and reporting solutions
3. Develop our language, so that it is easy to understand and adapted to our different communication channels and target groups
4. Use visual and interactive communication offering users greater benefit from the statistics
5. Develop our self-service solutions making it easier for customers as well as survey and data collection respondents to get access and help.

COMMUNICATION GOAL 3

We enhance statistical literacy, the ability to use statistics and navigate through facts and fake news

Today, citizens face many different suppliers of statistics and data — not least in the media landscape. As an independent and official statistical authority, Statistics Denmark has a special obligation to support the citizens in knowing where to find reliable and quality assured statistics and to enable them to be critical of the figures they are presented with.

Below, we will focus on reaching two target groups in particular: Young people, as it is particularly relevant to teach this target group to navigate through facts. So far, Statistics Denmark has not given much attention to this target group, and we see great potential here. The other target group in focus is journalists who are communicators of our statistics, and the media represent the most efficient channel for reaching a wider public. This is why it is important for journalists to be equipped for understanding statistics.

To this end, Statistics Denmark will:

- 1. Make distinct efforts to reach young people
- 2. Ensure visibility among citizens with respect to our statistics for more people to benefit from these
- 3. Provide education and supplementary training to journalists as a means to reaching a wider public
- 4. Assist with answers, e.g. through Information Service and the press.

COMMUNICATION GOAL 4

We draw attention to the customised statistics, surveys and data service options available to everyone

As an official supplier of statistics and the sole supplier of a broad section of data, Statistics Denmark has a special obligation to ensure that society has the opportunity to benefit the most from the statistics and information that we collect and process. This is why we must pay attention in our communication to ensure that present as well as potential customers can find the solutions that Statistics Denmark has to offer. We will do so respecting that in its overall communication, Statistics Denmark must continue to appear primarily as a national statistical supplier and authority.

At the same time, we are conscious that the tasks we perform must contribute positively to the overall reputation of Statistics Denmark.

To this end, Statistics Denmark will:

- 1. Enhance the communication on what we offer in terms of customised solutions and draw attention to the value these have to society
- 2. Optimise, systematise and partly automate Statistics Denmark's communication and interaction with both existing and potential customers
- 3. Be transparent and consistent regarding the tasks that Statistics Denmark can perform and our competences as a statistical agency
- 4. Clearly communicate the guidelines and terms that apply for customised solutions, including our pricing.

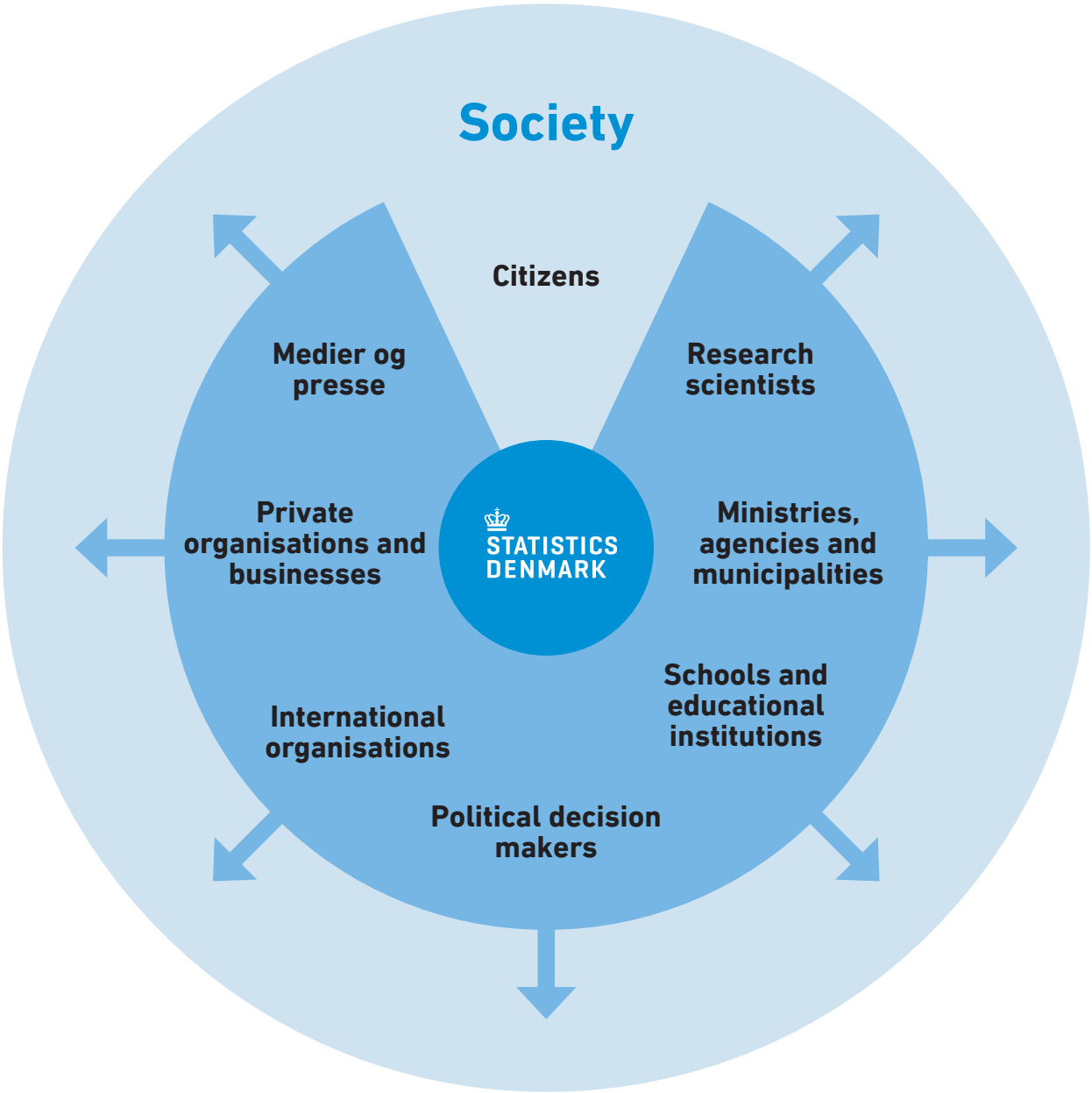
TARGET GROUPS

Statistics Denmark exists for all of society. We basically communicate to two different types of target groups: Those who use our statistics and data, and those who provide data and respond to questions as input for statistics and surveys.

The first mentioned type includes: 'Citizens', 'ministries, agencies and municipalities', 'political decision makers', 'schools and educational institutions', 'research scientists', 'international organisations', 'private businesses and organisations' and 'media and press', all of whom use our statistics and data.

Businesses, authorities and citizens who provide data as input for the statistics are equally important target groups with whom we communicate.

Via the target groups using our statistics and data, value is generated for all of society. This is illustrated in the figure below.



USER PROFILES

The target groups that use our statistics and data have different needs and are not equally qualified to understand and use statistics. Our communication and communication channels must support these different needs and qualifications. To be able to work systematically based on the needs of Statistics Denmark's users, we start from four different user profiles when we communicate and develop new communication channels.

The four user profiles and their needs:

Generally interested users	Specially interested users	Subject-matter experts	Analysts
- Meet Statistics Denmark through the media and other channels of publication - E.g. citizens	- Actively looking for facts - No special qualifications - E.g. media and the press, schools and educational institutions, policy makers	- Systematically use figures from Statistics Denmark - Able to combine and extract data on their own - E.g. ministries, agencies and municipalities, private organisations and businesses	- Literate in statistics and data - Able to process and analyse documented data material - E.g. research scientists

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	Generally interested users	Specially interested users	Subject-matter experts	Analysts
Content providing an overall view E.g. interactive maps, infographics and figures				
Annotated statistics E.g. press releases, journalistic articles, newsletters, analyses, subject pages and publications				
Statistics E.g. Statbank Denmark and further processing of API extractions, processed aggregated data				
Data – microdata E.g. delimitation of populations and analysis based on de-identified microdata				

EVALUATION

To assess if the communication strategy is being realised and has the desired effect, we have defined a number of indicators to follow up on during the strategy period.

Indicators

- Public opinion on Statistics Denmark
- Satisfaction of journalists with Statistics Denmark's services, transparency and accessibility
- Satisfaction of key users with our services, transparency and accessibility

- Use of our content and services
- Signals from dialogue with users — e.g. in various user forums and via social media
- Customer satisfaction with our services and products
- Satisfaction of businesses with our reporting solutions and assistance with the reporting.

