

Towards the
2025 SNA

Session 3

How we listen to our audiences

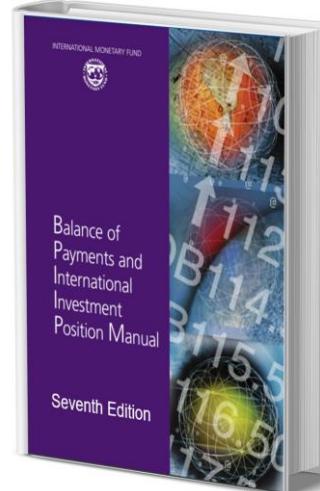
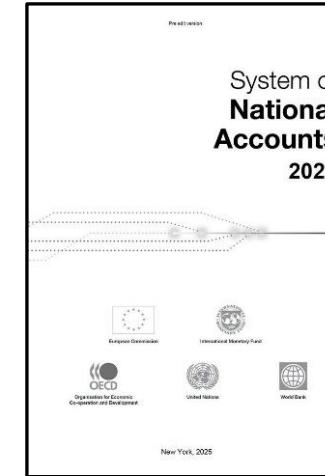
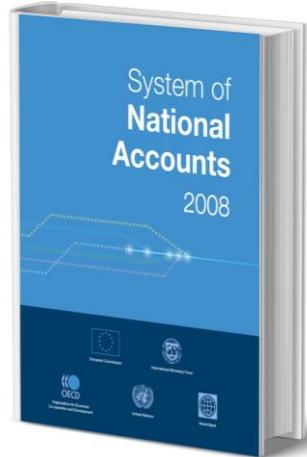
Communication Strategies for Macroeconomic Statistics

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3-4 June 2025

Overview

- 2025 SNA and BPM 7:
 - Background and motivation for a new chapter
 - Communication framework - Overview
 - Significant developments
 - Key considerations for an appropriate strategy
- Communication and dissemination:
 - Importance and relevance
 - Ingredients of effective communication to all users
 - Use of a variety of tools and processes
 - Examples of evolving channels
 - Examples of NSO practices
- Summary



2025 SNA Update Team - names and faces

*Towards the 2025 System of National Accounts (SNA)
The 2025 SNA Editorial Board*

Well-being and sustainability
Communication and Glossary
Linking across IPSAS, SEEA, GFS, ILO, etc.
Guidance notes and global consultations

1953
1968

INTERNATIONAL MONETARY FUND European Commission OECD BETTER POLICIES FOR BETTER LIVES UNITED NATIONS THE WORLD BANK

Digitalisation
Globalisation
Joint-working and Joint SNA / BPM chapters
Implementation testing and handbooks

1993
2008

PLUS
Input from nearly 1,000 people from around the world.

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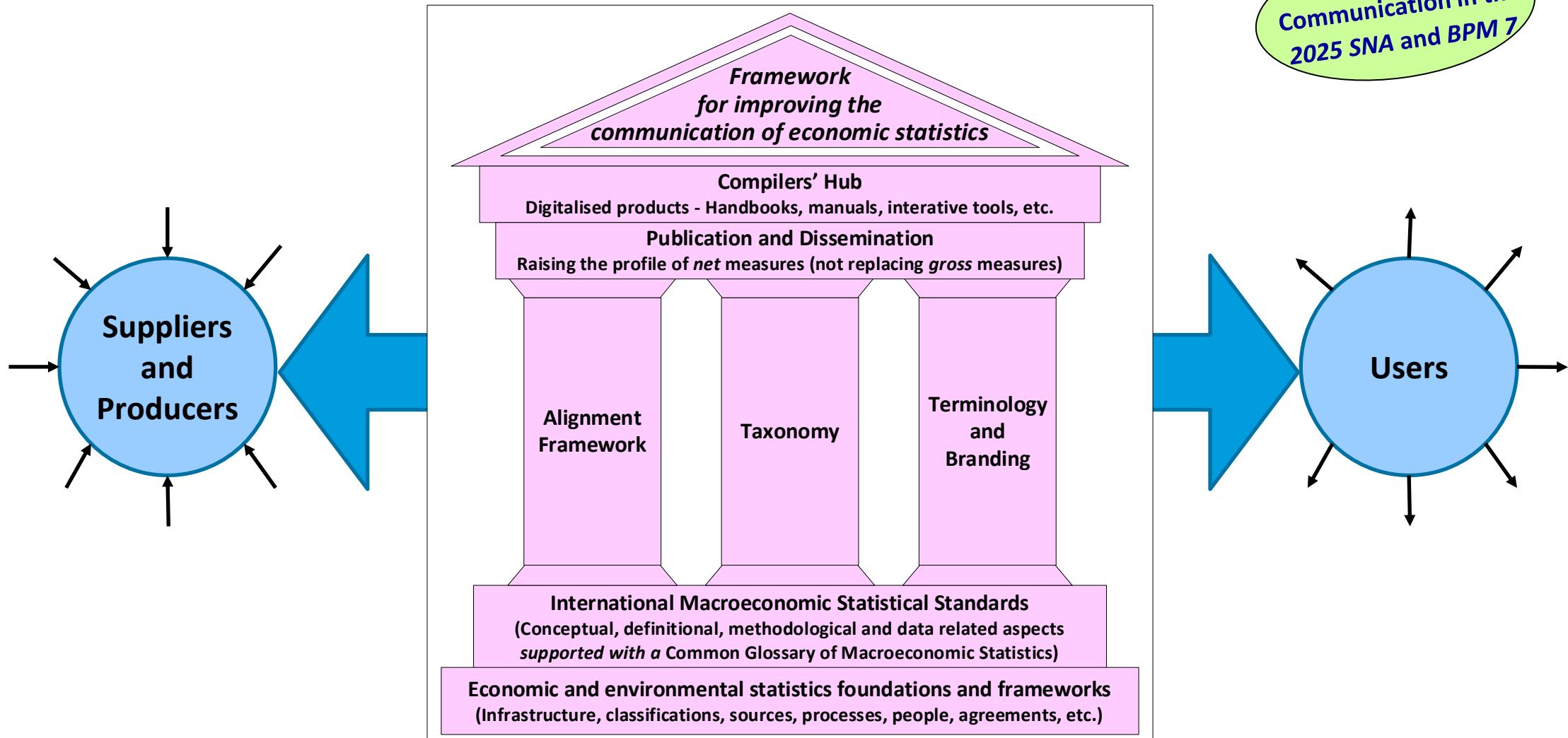
Background and motivation for a new chapter



- The way in which macroeconomic statistics are communicated has a significant **impact** on users' understanding; their use of the data; and knock-on affects.
- Statistics compilers are encouraged to better communicate with ALL users to provide information which helps to maximise comparability, usefulness, quality, etc.
- *UN Generic Statistical Business Process Model* recognises the role and importance of dissemination and communication as part of the statistical value chain.
- Evidence base gathered and tested using the YouGov Survey undertaken by the UK ESCoE in February 2020 (1,665 people) and in August 2022 (2,007 people):
 - Public misperceptions about economic figures and the economy continue.
 - Better understanding of inflation and interest rates as they are affected personally - still confusion over language used price levels, price changes and inflation rate changes.
 - GDP and BoP not well understood and labour related terms are poorly understood.
- UNSC in 2020 endorsed joint TT on Communication for *2025 SNA and BPM 7*:
 - Delivered joint chapter and approved through the global consultations (annotated outline, draft chapter and draft *2025 SNA / BPM 7*).



Communication framework - Overview



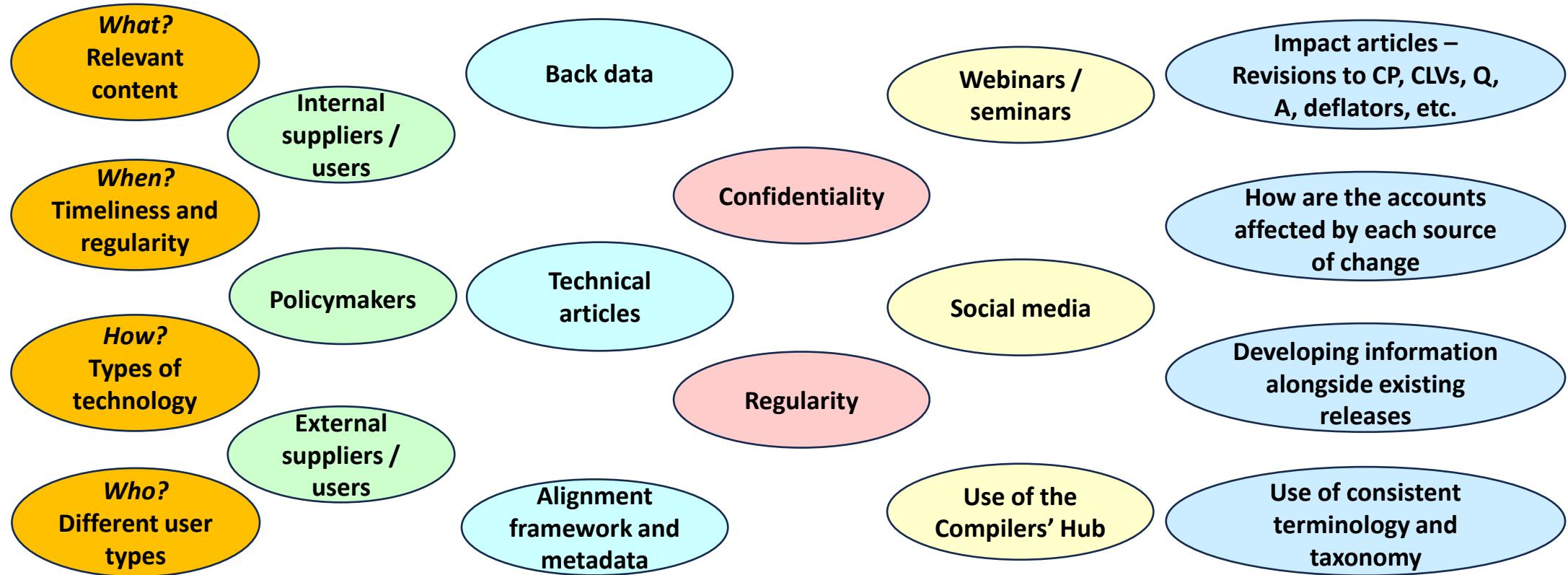
- Highlights importance and role of dissemination and communication in the production chain of official statistics.
- Help producers of macroeconomic statistics communicate the statistics to their users and improve comparability.

Communication and dissemination in the 2025 SNA and BPM 7 - significant developments

- **New Chapter** dedicated to Communication and Dissemination of Macroeconomic Statistics.
 - Joint SNA / BPM chapter involving both the 2025 SNA and BPM 7 Editorial Boards.
 - Provides guidance and principles but veers away from the application of specific technologies.
- Development of **easier to understand terms**.
- **Common glossary** of macroeconomic statistics with agreed terms and definitions:
 - Started with 1,240+ different terms, ended with agreed circa 850 terms.
 - Focused on SNA and BPM.
 - Key inputs from six other standards (ESA, GFS, SEEA, MFS, BIS and IPSAS).
- **Branding** - **International Macroeconomic Statistical Standards**.
- Development of a **Compilers' Hub**:
 - Producer and user forum - information sharing.
- **Digitalised versions** of 2025 SNA and BPM 7:
 - Digitisation of past and present macroeconomic statistical standards.



Communicating 2025 SNA and BPM 7 - Key considerations for an appropriate strategy



Staffing ring-fenced resources, training, links to the office communications team, etc.

Development of a road map and timeline through to full / appropriate implementation
(Aim for no surprises for the users)

Communication and dissemination

Importance and relevance

“As society becomes increasingly data-driven, the ability to understand and evaluate statistical information becomes more crucial to navigating everyday life. Statistics are present in every facet of our lives including in important topics such as healthcare, economics, politics and education. The inability to engage with this information can be severely detrimental to our success as a citizen within society.”
(Ipsos, 2013)

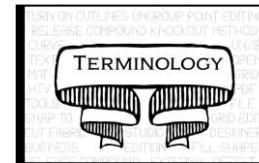


The above is even more relevant and important for ALL users today!

Communication and dissemination

Ingredients of effective communication to all users

- Targeting audiences:
 - Audience characteristics is an important factor in designing relevant communication materials.
- Contextual information and establishing trust:
 - Context helps audiences to understand the significance of the statistics.
 - Providing narrative aids and statistical context can help to establish trust in the statistics.
 - Highlight the independent nature of the statistical body.
 - Providing sufficient information for unexpected result(s) to be understood.
- Language and terminology:
 - Aim for simple, easy to understand language - **make the technical less technical**.
 - Level of technical language should be dictated by the intended target audience.
- Format and framing of statistical information:
 - Different formats (e.g., probability, percentage or natural frequency) and / or framing (e.g., positive or negative) in wording.
 - Aim to avoid unintended bias or affect perceptions of the statistics.
- Communicating uncertainty:
 - Tailored dependent on the information needs and interest levels of the audience.
 - Communication of the reasons for revisions, revision policies, quality of early data, etc. help to manage uncertainty in official statistics.



Communication and dissemination

Use of a variety of tools and processes

- 2025 SNA Chapter 21 and BPM 7 Chapter 20
 - General **principles and guidance**.
 - Improve **comparability**, understanding and the **user experience** of these statistics.
 - Additional recommendations to enhance the way statistics are communicated.
 - **Alignment framework, taxonomy, terminology and branding**.
 - Use of the **Common Glossary** of macroeconomic statistics.
- Stakeholder engagement:
 - **Release calendar**.
 - Use of **email lists**, emails, etc. to push out information to various types of stakeholders.
 - User **consultations** and feedback channels.
 - **Events** for suppliers and users - webinars, workshops and conferences.
 - **Training events** for suppliers and users - seminars, webinars, face-to-face training.
- Strategy covering various communication and dissemination initiatives:
 - Use of **different channels for different users** through to resources and technology needed to support the different approaches.
 - **Regularity** of communication - daily, weekly, monthly, quarterly, annual and adhoc focus.
 - Appropriate **skilled specialists and resources** to support the communications, marketing, publications, media, IT and customer service teams with roles and responsibilities.

Communication and dissemination

Use of a variety of tools and processes

- Quality of the website:
 - Investment, functionality, search facilities, specialist IT resource, etc. are key.
 - Clear **topic themes** and topic theme dashboards.
 - **Ease of access** and awareness of latest information as well as archiving / old material.
 - **Headline page** with good effective use of white space and clear pictures, charts, diagrams, etc. supporting the text.
 - **Clear links** to other releases, articles, educational material, etc.
- Use of data visualisation tools:
 - **Custom data portals** are one-stop-shops to help users find relevant topic data.
 - Such tools **provide data** in a quickly accessible and customisable format.
- Pro-active engagement with the media:
 - Host **media lock in's**.
 - Provide media and spokesperson **training** as well as for the media.
 - **Resources** supporting media coverage and social media monitoring.
 - On-line **press conferences**.
- Infographics:
 - Quick view way to **highlight key findings** from a given release.
 - **Visual focus** covering no more than around five key data points.

Communication and dissemination

Use of a variety of tools and processes

- Videos:
 - Can be a great way to **explain complex topics** in a visually appealing way.
 - Provides better **user retention and understanding** as well as can be replayed.
 - Can be easily promoted using other **communication channels**, e.g., website, presentations, emails, social media, etc.
- Podcasts:
 - Allow subject matter experts to go behind the data and speak plainly and in-depth about topics of interest to citizens through **storytelling**, more digestible formats, etc.
 - Offer opportunities to **interview producers** such as external field experts through to users to bring different views to the discussion.
- Mobile phone applications:
 - Access and updates to essential data and releases.
- Social media:
 - Utilise as **many channels** as possible with information for targeted audiences.
 - **Monitoring** hits, downloads, etc. as a mechanism to improve effectiveness.

Communication and dissemination

Examples of evolving channels



Growing number of social media outlets - some come, some grow and some go

Communication and dissemination

Examples of NSI practices - Canada

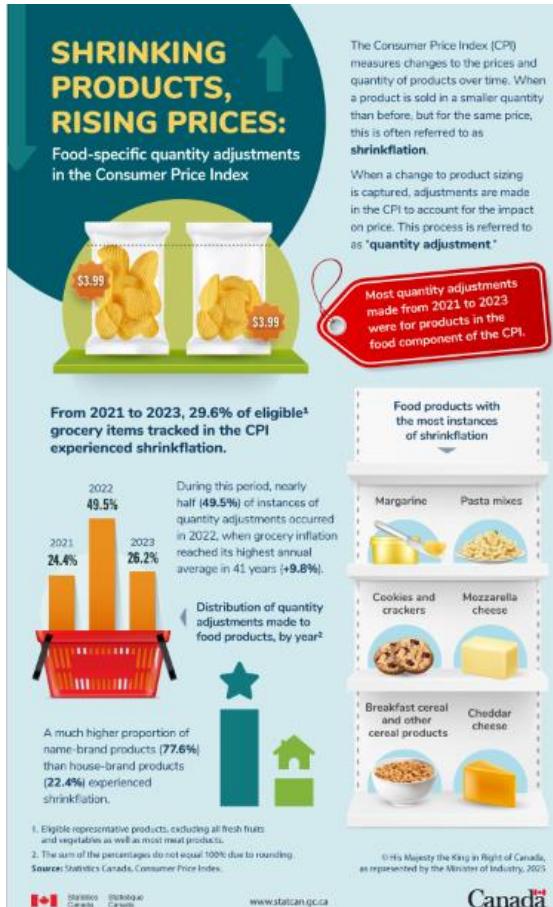
- Home page:
 - [Home page](#) carousel.
- Articles:
 - Dedicated [analytical articles](#) summarising key data highlights.
- Social media promotion:
 - [Labour Force Survey](#)
 - [Gross domestic product \(GDP\)](#)
- Data visualisation tools:
 - Visually supported articles which are quickly accessible and in a customisable format.
 - [In 2024, one in seven new vehicles sold in Canada were zero emission - Statistics Canada](#)
 - [Time for taxes](#)
- Infographics, videos and podcasts.

Communication and dissemination

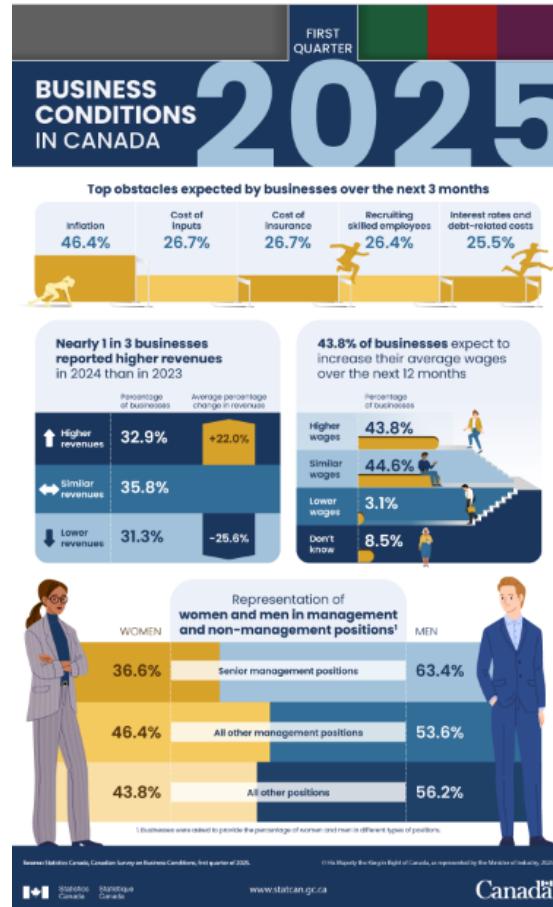
Examples of NSI practices - Canada

- Infographics:

Shrinkflation



Business Conditions in Canada, first quarter 2025



Communication and dissemination

Examples of NSI practices - Canada

- Videos:

[What is Gross Domestic Product \(GDP\)?](#)



[How do we measure food inflation in Canada?](#)



- Podcasts:

[Why economists are sounding the alarm on productivity](#)



Communication and dissemination

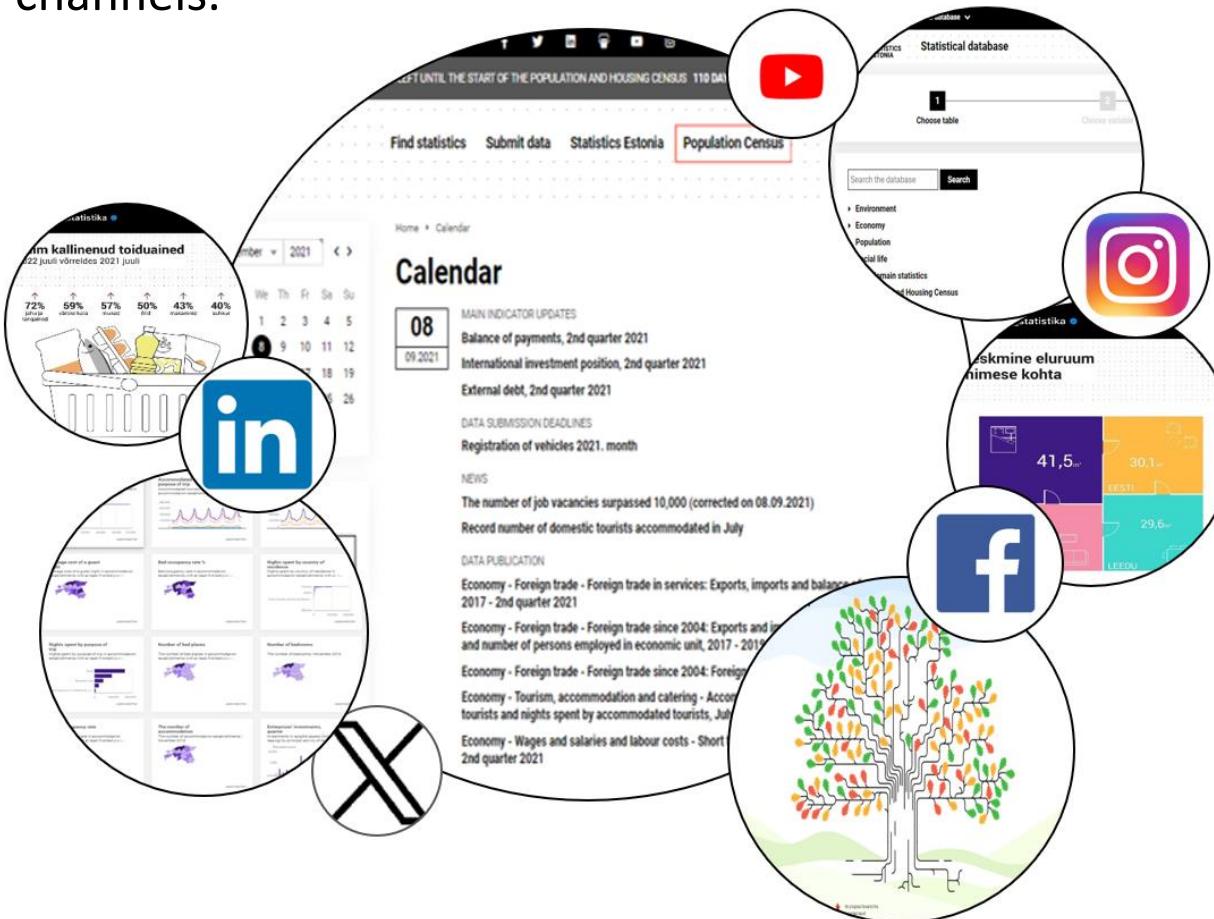
Examples of NSI practices - Costa Rica

- Present different statistical products:
 - Mainly press conferences - intended for journalists but broadcast live on social networks.
 - Public webinars and people invited through mailing lists and social media announcements.
 - Presentations with an attractive graphic design and videos with simple language for social networks.
 - Presents interactive statistics on PowerBI.
 - Communications mainly in Spanish.
 - Tables on the economic indicators website are available in Spanish and English.
- Results of the Environmental Accounts of Costa Rica:
https://www.bccr.fi.cr/comunicacion-y-prensa/Docs_Comunicados_Prensa/BCCR-PPT_resultados_cuentas_ambientales_2024.pdf
- System of National Accounts: Change of Reference Year:
<https://www.youtube.com/watch?v=L2UvtYg3JA&t=11s>
- Unpaid Domestic Work (PowerBI) Webinar:
<https://app.powerbi.com/view?r=eyJrljoiMDRmZjA5ZGItOGU5My00NDQ2LTkyODgtMDIyNGEwODRjOWE3liwidCI6IjYxOGQwYTQ1LTI1YTYtNDYxOC05ZjgwLThmNzBhNDM1ZWU1MiJ9>

Communication and dissemination

Examples of NSI practices - Estonia

- Dissemination channels.
- Dashboards.

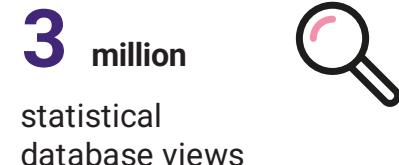
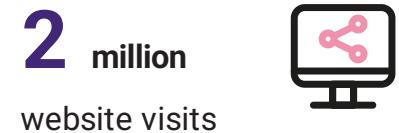


- Actively use **YouTube, Facebook, Instagram, X, LinkedIn** and different apps.
- Including a monthly newsletter.

Communication and dissemination

Examples of NSI practices - Estonia

- Statistics Estonia in a year - Ensuring analytical metrics are monitored.



62 statistical activities

272 500  answered questionnaires

 almost **23 000** calls and e-mails answered by customer support

 almost **3000**  requests for statistics



over **3000** output indicators



40 000 Facebook followers



16 000 Instagram followers



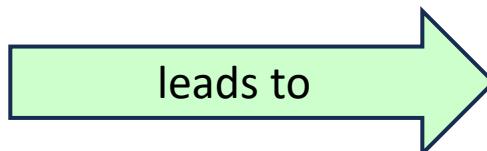
Communication and dissemination

Examples of NSI practices - UK

- Videos:
 - UK shared across social media (**X, LinkedIn, Facebook, Instagram and YouTube**).
 - [The ONS guide to GDP and how we calculate it](#)
 - [The ONS guide to inflation and how we measure it](#)
- “Stats Talking Head” videos:
 - Subject matter experts presenting latest economic statistics with some additional context.
 - Aim to improve understanding of economic statistic releases in a citizen-friendly way, often incorporating dynamic visuals and animations.
 - [monthly GDP](#) and [quarterly GDP](#) releases.
 - [the annual basket of goods and services](#)
 - [transformation of measures of consumer price statistics](#).
- Increased use of Instagram to expand understanding of economic concepts:
 - Metrics evidencing good performance of some economic topics.
 - [A brief history of the basket of goods](#)

Communication and dissemination Summary

- 2025 SNA and BPM 7:
 - Developments, harmonisation and comparability.
 - Alignment framework, taxonomy and terminology and branding.
 - Continuous improvement of communication and dissemination.
- Improve the user experience - focus on the user (and supplier).
- Keep the messages clear, simple and easy to understand.
- Utilise the different range of tools for effective messaging and outreach to different users, as appropriate.
- Regular communication and feedback mechanisms.



Make economic statistics (National Accounts) more understandable, enjoyable and sexy!!

Imputed, Households, Expenditure
National, GDP, Actual, Imputed, Final, Actual, Final Consumption, Consumption
Domestic, GDP, Final, FISIM, Final Product, of Rent, of Imputed Consumption FISIM, FISIM,



Any questions?

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plants people planet

Extra slides for information