**REPUBLIC OF NORTH MACEDONIA
STATE STATISTICAL OFFICE**

Communication strategy

Introduction and background

The communication strategy contains the main principles of communication with the public. It describes the purposes and priorities of communication, as well as channels of communication.

The target groups are described in regard to their level of knowledge and how they use statistics.

The content of the Communication strategy is aligned with the strategic goals of SSO, which are:

- Integration of the Macedonian national statistical system into ESS
- Strengthening the institutional environment and statistical infrastructure
- Creating strategic partnerships
- Quality management

Purpose of Communication strategy

This Strategy sets the overall frames of the external communication.

The purpose of the Strategy is to serve as a tool for and support to strategically define communication towards different target groups. The Strategy declares the Office's determinations to the strategic value of external communication, which will further complemented with action plans within specific campaigns or activities. Target groups and the choice of specific channels should be specified in regard to those activities.

Vision

Our vision is to achieve a higher level of public awareness about importance of official statistics and increased number of users of official statistics.

Mission

For the vision to be realized, our mission is to offer the public statistical products that will be easily accessible, quality, timely and internationally comparable and that will meet users' needs.

Priorities

The achievement of the priorities of this strategy will have short-term effects, but on the long term it will contribute to change the perception about the State Statistical Office as a professional, independent and reliable institution, where the interest of the users is put first. That will be achieved by:

• Proactive cooperation, dialogue and interaction with our users in order to learn about their needs and how to meet them.

• Creating of clear and transparent image about the State Statistical Office and the National Statistical System by constant promotion of the importance of official statistics by regular presence in the public, drawing attention to both regular and potential users offering interesting statistical products that are in line with the new trends and living conditions.

• Improving data dissemination by using modern digital tools and communication of statistical products "packed" in accordance with the needs of the different target groups.

Target groups

The target groups are defined according to the level of knowledge and interest in statistics. Communications activities should be relevant to the chosen target group, their level of knowledge and needs.

This kind of categorisation of target groups allows creation of adequate approach and communication activities directed to a specific target group.

The advantages of this structuring of the target groups will reflect, first of all, in increased interest in using official statistics, but also in increased number of users.

Level of statistical interest/knowledge: Low
Inexperienced user, never or rarely uses statistics.
Examples of users: private persons.

Level of statistical interest/knowledge: Medium
Has some experience of using statistics and has an interest in society in general and/or certain topics (finance, migration, agriculture, etc.)
Examples of users: media, NGOs, university students.

Level of statistical interest/knowledge: High
Has a strong interest in statistics and uses statistics in their work.
Examples of users: business sector, government agencies, academia/ researchers, NSS partners, analysts, international institutions.

Channels

The channels of communication are used to disseminate and promote official statistics. They are chosen carefully depending on their efficiency and potential to reach the target group.

Channels of external communication:
- Website
- Social media
- Workshops/seminars/press conferences
- E-mail (newsletters, news releases, etc.)

Monitoring and evaluation

Monitoring and evaluation is important in order to develop effective ways of communication on a long-term basis. Evaluation should be considered in every communication activity and can include monitoring of the media and public opinion, reactions and interactions in social media and through dialogue with the target groups and relevant users.

Risks

Lack of dedication and understanding of the importance of communication is a basic risk for active and successful implementation of the Communication strategy of the State Statistical Office.

Lack of qualified staff is also a significant risk for achieving the objectives and priorities of this Strategy.