United Nations
Economic Commission for Africa

Samples tactics for media engagement in official statistics -

What say the Guidelines for developing an integrated user engagement strategy for national statistical systems?

Tinfissi Joseph ILBOUDO
Chief, Statistical Development Data Innovation and Outreach Section - ACS
Economic Commission for Africa

ideas for a prosperous Africa

25 May 2021
Addis Ababa, Ethiopia

The guidelines for developing an integrated user engagement strategy for national statistical systems

https://repository.uneca.org/handle/10855/43833

OBJECTIVE AND TARGET

To assist NSSs in developing robust and strategic user engagement programmes

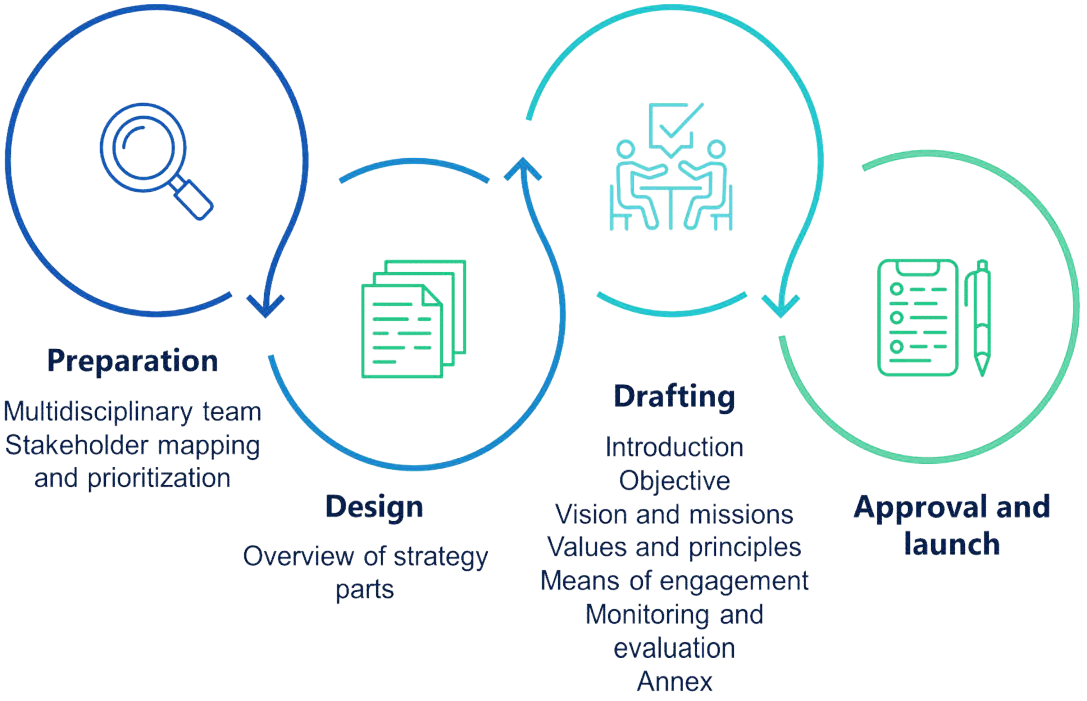
Consist of a practical mix of instructions, tips and background needed to conduct a dialogue with users and identify what they need and when and through what media they need it

STRUCTURE OF THE GUIDELINES

Part I: Detailed explanation of how to develop a user engagement strategy

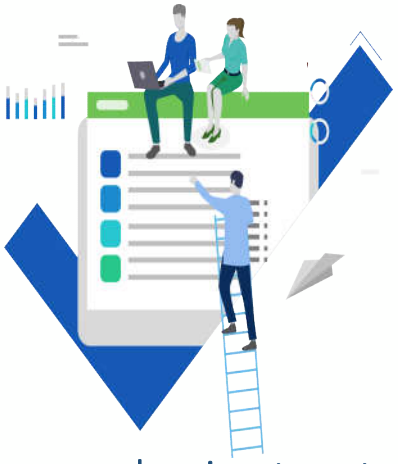
Part II: Approaches that may be employed under the strategy to engage users

Part III: Typical user groups and details characteristics for dialogue with them and to meet their needs



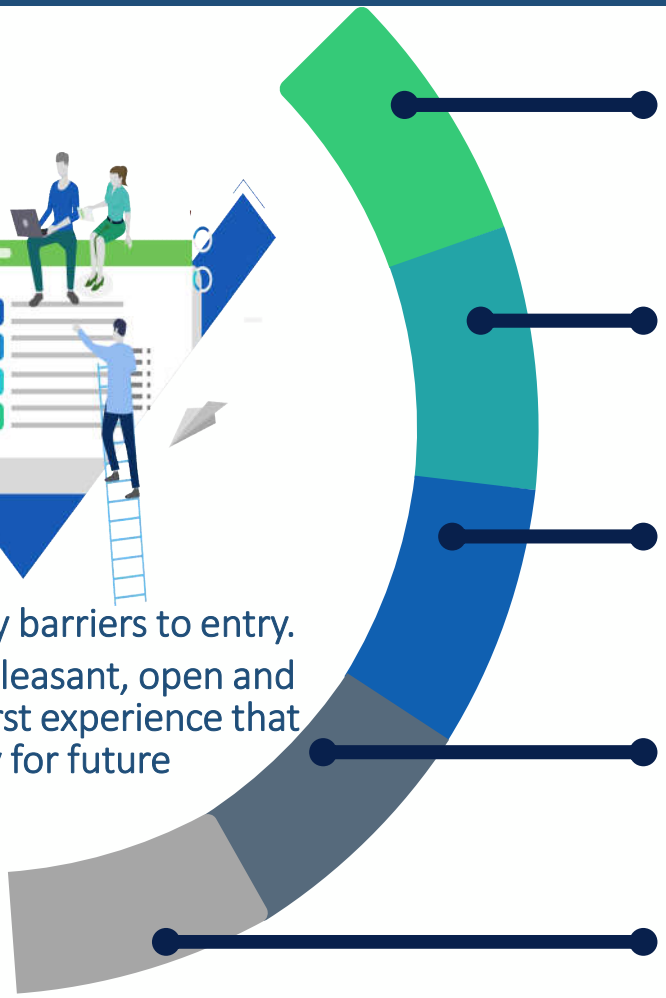
Process of developing a user engagement strategy

Establishing contacts with media



To remove any barriers to entry.

To provide a pleasant, open and informative first experience that paves the way for future engagement



Market segmentation

To understand what sets one group apart from another

Establish user forums with media

“First contact” seminars, round tables or meetings

Compile a database

Generate a database of media and journalists by capturing contact details at every opportunity

Establish and maintain external partnerships

Allow statistical organizations to leverage and merge with the resources and networks of partners

Service agreements

Helps promote a relationship of trust and confidence between producers and journalists

Establishing media needs

CULTURE SHIFT

How can we listen or serve users better? Willing to learn from users before informing them through continuous two-way dialogue

SURVEYS OR OTHER INSTRUMENTS

To assess user needs and satisfaction

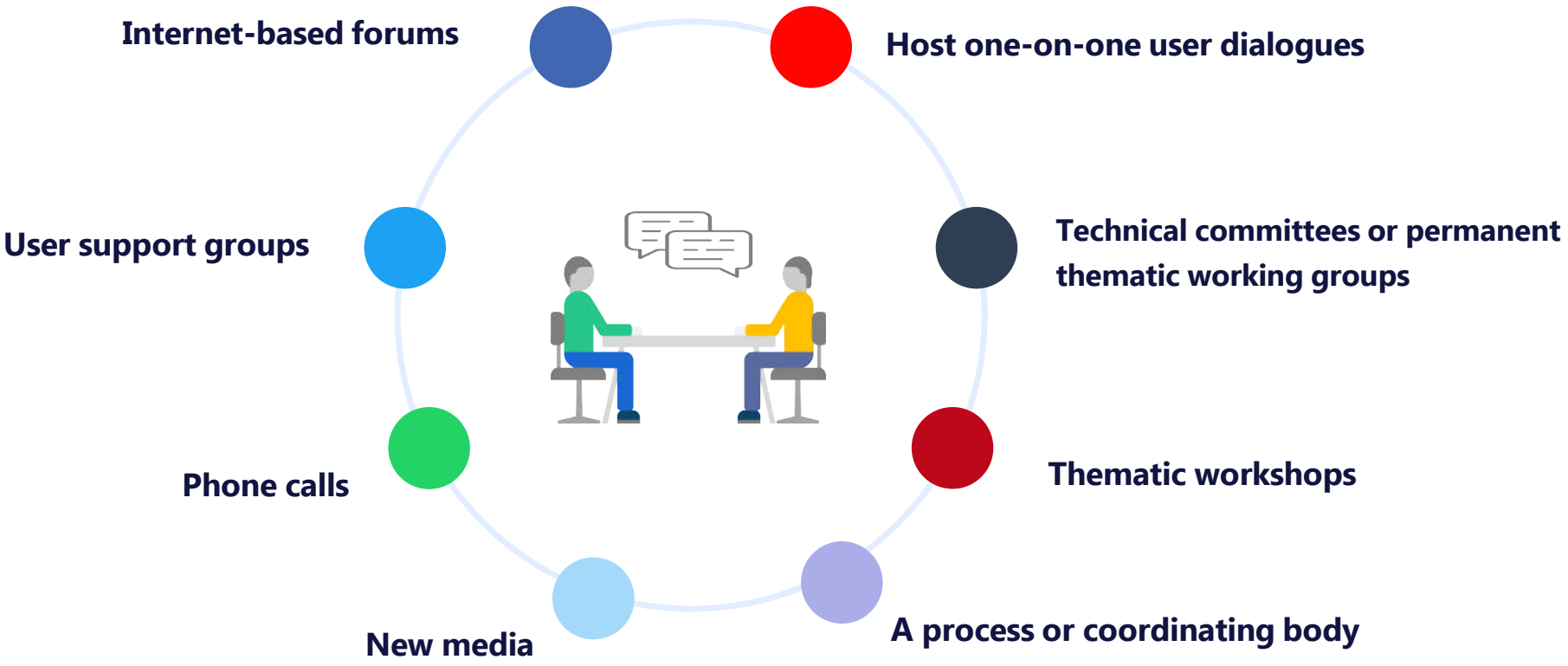
ONLINE FEEDBACK PORTAL

USER CONSULTATIONS, FOCUS GROUPS, GROUP DISCUSSIONS

EVALUATE USER REQUESTS

GOOGLE ANALYTICS AND WEB METRICS / USER RESEARCH

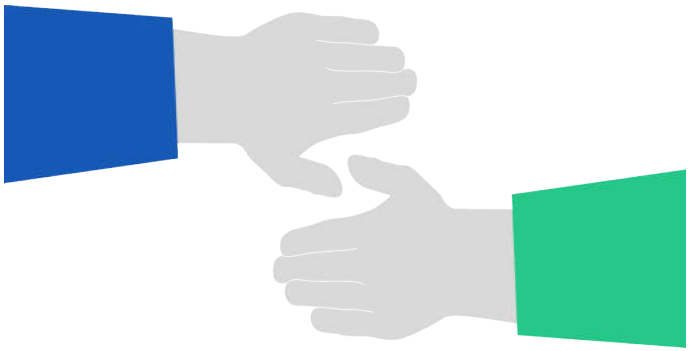
Consulting media



Instigating media engagement

Writing stories with data

Open data portal / reporting platform



High-level representation at events

Online data and information dissemination platforms

Press conference

Multimedia and other creative content

Data visualization

Establishing a feedback loop

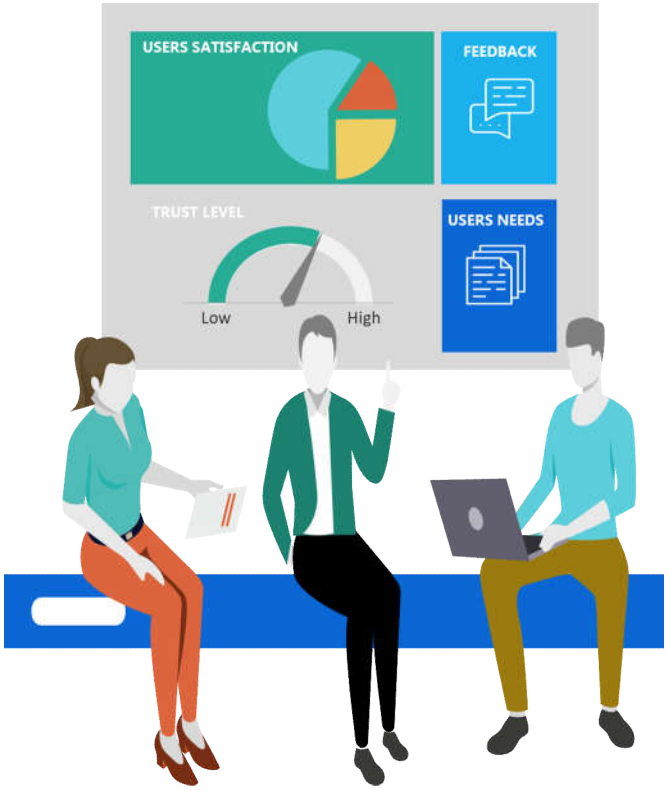
- Monitoring system
- Onboarding mechanism
- Email-based communication
- Develop different statistical products and services for media

- User engagement dashboard
- Building statistical literacy
- Strategic partnerships
- Training

Media engagement: Benefits and way forward

- Data story with Statistic South Africa
- Focus group with journalists in Cameroon

- Way forward
  - ECA and partners are available to support NSOs in strengthening media an in general user engagement Send your requests to
    - ECA : Tinfissi-Joseph Ilboudo, ilboudo@un.org
    - PARIS21: Philippe Gafishi, Philippe.GAFISHI@oecd.org
    - ONS-UK: International Development Team, international.development@ons.gov.uk



ideas for a prosperous Africa

IdeastoAction

THANK YOU!