COMMUNICATION STRATEGY OF THE REPUBLIKA SRPSKA INSTITUTE OF STATISTICS

August 2025

1. Introduction

The effective operation of the Republika Srpska Institute of Statistics (the Institute) relies on transparent, open and continuous communication with various categories of users: government institutions, the media, civil society, the academic community, the business sector and the general public.

The Institute's Communication Strategy represents a flexible yet clearly defined framework that evolves in accordance with changes in the information environment, user needs and the Institute's strategic priorities.

The objective of the strategy is to reduce the risk of misinterpretation of statistical data and to ensure that information is conveyed in a clear, comprehensible and accessible manner, tailored to the target user groups.

2. Vision

The vision of communication activities implies that the Institute shall be recognised as the principal and reliable source of statistical data in Republika Srpska, as well as an institution that contributes to the understanding of social and economic developments and trends, and to their advancement.

Through strategic communication, the Institute seeks to strengthen public awareness of the value of statistics, to foster trust in official data and to support the development of a culture of decision-making based on evidence.

3. Mission

The mission of the Institute's communication activities entails the active engagement of the public, the media, decision-makers and all other relevant stakeholders in the process of understanding, utilising and interpreting statistical data.

Through its accessibility and through clear and open communication, the Institute ensures that the data it produces are widely used, recognised and understood, with the aim of continuously enhancing statistical literacy within society.

4. Strategic Communication Objectives

The Communication Strategy of the Institute is based on five key objectives:

1. **Informing users**
Actively disseminating reliable, relevant and timely statistical data through various communication channels.
2. **Enhancing understanding**
Strengthening statistical literacy through educational content, explanatory materials and analytical outputs that facilitate data interpretation.
3. **Raising awareness**
Emphasising the importance of statistics as the foundation for policymaking, business decision-making and informed citizenship.
4. **Supporting the media**
Providing active support to the media in understanding and using statistics through conferences, workshops, briefings and access to experts.
5. **Optimal use of resources**
Communicating with users through standardised tools, support services and digital platforms.

5. Key Principles of Strategic Communication

In its work, the Institute will apply the following principles:

- **Accuracy and reliability**: All information must accurately and reliably reflect reality.
- **Truthfulness and credibility**: All information must be correct, verified and presented in accordance with legal and professional standards.
- **Accessibility and clarity**: Communication must be adapted to different target groups – clear, comprehensible and available in various formats.
- **Reciprocity**: Communication is multidirectional and not based solely on the transmission of messages, but also on listening to user needs and feedback.
- **Multichannel approach**: A combined use of traditional and digital media to maximise reach.
- **Coherence**: All communication materials and appearances must be aligned with the institutional identity and narrative of the Institute.

6. Target Groups

To ensure the effective implementation of the communication strategy, the Institute's target groups are divided into internal and external audiences. This division enables the precise targeting of communication activities according to the specific needs and interests of each group. Each target group plays a unique role in fostering support for, understanding of and broader application of statistical data.

6.1 Internal Target Groups

Internal target groups include individuals within the institutional framework who are directly involved in the development, dissemination, and interpretation of statistical information.

1. **Employees of the Institute**

Employees are key bearers of knowledge and messages. Continuous internal communication, training and involvement in communication activities foster engagement and consistency in the external presentation of data.

- **Role**: Key holders of knowledge and communication within the institution; they directly convey messages to external users.
- **Needs**: Clear internal guidelines, timely information on projects, training sessions and internal priorities.
- **Communication methods**: Meetings, training programmes, internal mailing lists, intranet.

2. **Key Communicators and Thematic Experts**

This group includes analysts and advisers who disseminate statistical information both within the institution and to external users. They serve as expert references and ensure the quality of data interpretation and use.

- **Role**: Holders of expert knowledge and public representatives of the Institute towards the academic community, the business sector and the media.
- **Needs**: Preparation for public appearances, support in communication with external users and training in communication skills.
- **Communication methods**: Workshops, internal guidelines, presentations, mentoring.

3. **Management Structures and Decision-Makers within the Institute**

This refers to the governing structures of the Institute and partner institutions that define strategic goals, priorities and communication directions. Enhanced coordination with public relations officers ensures clarity and consistency in public appearances.

- **Role**: Strategic leadership and decision-making regarding communication priorities and resource allocation.
- **Needs**: Consolidated information, reports, and evaluations of activities.
- **Communication methods**: Reports, high-level meetings, strategic documents.

6.2 External Target Groups

External target groups encompass all users outside the institutional framework of the Institute, whose engagement, awareness and support contribute to the success of statistical activities.

1. Decision-Makers

Key users of statistical data in policymaking, evaluation and governance. Their understanding of statistics enhances the effective use of data in decision-making processes.

- **Examples**: The Government and line ministries, agencies, local authorities.
- **Needs**: Accurate and timely statistics for policy formulation, planning and evaluation of public policies.
- **Communication methods**: Official correspondence, working presentations, specialised publications.

2. Holders of Administrative Data

Institutions that collect, maintain and store administrative data sources. Active cooperation between the Institute and these institutions ensures timely and quality use of administrative data in official statistics.

- **Role**: Institutions managing administrative registers and databases.
- **Needs**: Guidelines on data standardisation and sharing, knowledge exchange on data protection.
- **Communication methods**: Workshops, technical meetings, manuals, bilateral meetings.

3. Media

Key partners in disseminating statistical information. Their ability to interpret and relay data to the wider public makes them essential allies in building trust and promoting statistical literacy.

- **Role**: Information conveyors and key actors in shaping public opinion.
- **Needs**: Timely and comprehensible statistical data, tailored information, access to experts.
- **Communication methods**: Press conferences, press releases, interviews, social media, infographics, media training sessions.

4. Academic and Research Community

Students, lecturers, scientists and research institutions that use statistical data for analysis, publications and scholarly work. They provide valuable feedback for improving data accessibility and quality.

- **Examples**: Universities, research institutes, independent researchers.
- **Needs**: Access to open data, methodological transparency, stable sources for analysis and publications.
- **Communication methods**: Online data portals, academic workshops, project-based partnerships.

5. Business Community and Associations

Companies and economic actors utilise data for market analysis, strategic planning and business decision-making. Statistical information helps reduce uncertainty and improve understanding of economic trends.

- **Examples**: Chambers of commerce, the private sector, sectoral associations.
- **Needs**: Reliable statistics for market analysis, reduced administrative burden, consultations on user needs.
- **Communication methods**: Business bulletins, B2B meetings, sectoral workshops.

6. International Partners and Donors

These include organisations and institutions such as the European Union, the United Nations, the World Bank and bilateral donors that provide technical and financial support. Their expectations include alignment with international statistical standards and transparency.

- **Examples**: European Union, Eurostat, World Bank, UN agencies.
- **Needs**: Compliance with standards, transparency, reporting on progress and institutional capacities.
- **Communication methods**: Regular reports, meetings, strategic presentations.

7. Civil Society and Non-Governmental Organisations

Organisations operating in the fields of human rights, the environment, education, health, etc., use statistical data as a foundation for advocacy, reporting and the implementation of social initiatives.

- **Role**: Use of statistics for advocacy, social engagement and project-based analysis.
- **Needs**: Accessibility, simple formats, the possibility to submit queries.
- **Communication methods**: Statistical conferences, web portals, thematic presentations.

8. General Public

Citizens as the final users of statistics. Active public information efforts strengthen their ability to understand social, economic and demographic trends, and foster engagement and trust in official statistics.

- **Role**: Citizens as end-users of statistics in everyday life.
- **Needs**: Simplified information, visualisations, key messages.
- **Communication methods**: Social media, website and portals, educational content, awareness campaigns.

9. Pupils and Students

- **Role**: Future users and potential employees in the field of statistics.
- **Needs**: Educational and interactive content, understanding the role of statistics in society.
- **Communication methods**: Lectures, informational materials, visits to statistical institutions, quizzes and competitions.

6.3 Shared Goal: Awareness-Raising and Inclusivity

Understanding and clearly defining target groups enables the Institute to tailor its communication activities to their needs and levels of information literacy. This ensures more effective dissemination, greater user engagement and the building of trust in the statistical system.

The principle of inclusive and two-way communication applies to all target groups. The Institute is committed to:

- **User-oriented communication**;
- **Inclusion of diverse audiences**, including persons with disabilities (WCAG standards);
- **Promoting understanding of statistics** as a foundation for responsible governance and civic engagement.

7. Communication Tools and Channels

The Institute employs a wide range of tools and channels to ensure effective and two-way communication with its various target groups. Key tools include:

- **Website** – The primary platform for publishing data, reports and publications. The website allows easy access to the latest statistical information.
- **Social media** – Activities on Instagram, X (formerly Twitter), Facebook and YouTube enable rapid dissemination of key messages and facilitate direct interaction with users, especially younger audiences.
- **Newsletters and press releases** – Informing users and partners about new data, events and publications.
- **Complex publications** – Publications tailored to the needs of different user groups.
- **Printed and PDF publications** – For in-depth analysis and trend overviews.
- **Workshops, seminars, conferences** – Platforms for user dialogue and presentation of new statistical data.

The Institute recognises the importance of digital channels as they offer broad accessibility, transparency, interactivity, ease of use and low communication costs. The Institute remains committed to the continual improvement of its communication tools.

8. Communication Management and Crisis Communication

The Institute develops structured approaches to communication management, with a particular focus on crisis situations.

Crisis communication implies preparedness and rapid response in situations that may adversely affect the institution's reputation or cause uncertainty among data users. In such cases, it is essential to ensure:

- Rapid, accurate, consistent and unified responses;
- Presence of key communication personnel;
- Open and calm communication through social media and other channels;
- Public information with clear guidelines and verified facts.

As part of responsible management, the Institute integrates the core principles of crisis communication into its annual communication plans.

Crisis communication objectives include:

- **Prevention** and
- **Damage mitigation** once a crisis arises.

The Institute uses social media as a key tool in crisis situations, guided by the principles of speed, professionalism and transparency.

9. Evaluation and Monitoring

The Institute recognises that evaluation and monitoring of communication activities are essential for a better understanding of user needs and for improving the effectiveness of the strategy.

The Institute has already implemented several monitoring mechanisms:

- **User satisfaction surveys** provide insight into service quality and the extent to which user needs are being met.
- **Media monitoring (press clipping)** ensures oversight of the Institute's media presence and the accuracy of its data as presented in the media.
- **User relations management** – an application through which queries for data are recorded, containing essential and valuable information on each individual request.
- **Continuous analysis of lessons learned** after each activity is used to improve future communication approaches.
- **Social media analytics** are increasingly used to monitor user engagement and to adapt the digital strategy accordingly.

The Institute strives to integrate evaluation into all stages of communication – from planning and design to implementation and final analysis. This creates a sustainable framework for adaptation and growth based on concrete data and feedback.

Conclusion

The Institute is continuously enhancing its communication capacities to ensure that users receive timely, accurate and tailored information. Through the application of digital tools, crisis communication, systematic evaluation and compliance with data protection standards, the Institute reaffirms its commitment to a professional, transparent and inclusive approach.

The ultimate objective is to strengthen public trust and support decision-making based on high-quality statistical information, thereby contributing to the overall development of society.

Ref. No.:063/060.2-570/25
Date: 6 August 2025

Director

Darko Milunović