TurkStat
and
Turkish Statistical System

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Plan

- History
- User groups
- Principles
- Communication goals and targets
- Goal - target - activity systematic
History

- First studies were in 2010 from Media and Public Relations Advisory Publication and Data Dissemination Department

Publication and Data Dissemination Department

Dissemination and Communication Department

- No dissemination policy (mentioned in Communication Strategy)

- Activities have already been performed before the document finished

TurkStat Communication Management Model
User groups

- Respondents
- Central administration
- Local administration
- State institutions and organizations
- Media
- Nongovernmental organizations
- Business world
- Academia
- International organizations and foreign embassies
- Teachers and students
- Opinion leaders
- Individual users
- TurkStat employees
Principles

- User oriented
- Respondent oriented
- Dissemination oriented
- Recognition and awareness
- Accessibility
- Sharing
- Participation
- Transparency
- Impartiality
- Reliability
- Continuity
- Timeliness
Communication goals

Goal 1. Increase public’s awareness of statistics and ensure awareness of TurkStat
  – Target 1. Creating awareness of statistics and TurkStat at all levels of society
  – Target 2. Increasing statistical literacy of society
  – Target 3. Increasing familiarity of TurkStat in international area
  – Target 4. Improving relations with media

Goal 2. Ensure user satisfaction
  – Target 1. Directing dissemination policies by having user requests
  – Target 2. Increasing variety of statistical information and service corresponding to the expectations of users and partners

Goal 3. Increase institutional culture
  – Target 1. Improving institutional belongings of staff
  – Target 2. Improving institutional identity and internal communication
Goal - target - activity systematic

Goal 2. Ensure user satisfaction

Target 1. Directing dissemination policies by having user requests

Activities
- (21) Determining the procedure for access and use of micro data
- (26) Developing revision policies and sharing revisions with public
- (30) Providing the integration of production, institutional and dissemination databases
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