Area E: Review of achievements against the communication strategy (Area lead: Australian Bureau of Statistics)

Work accomplished since the last UNCEEA meeting

Two main outputs have been launched since the last UNCEEA meeting: the website and the newsletter. The website (seea.un.org) was launched in September 2017, with the intent to provide information to the general public and relevant stakeholders. The website has sections devoted to methodology, capacity building, coordination, meetings and project webpages. Work is ongoing to migrate all of the content from the old SEEA website to the new SEEA website, along with the development of an improved knowledge base.

The newsletter, SEEA News and Notes, was launched in March 2018 shortly before the UN Statistical Commission. The newsletter will be released on a quarterly basis. As with the website, the newsletter is intended both to appeal to the general public and relevant stakeholders. The website will house current and past issues of the newsletter and contains a sign-up link for visitors.

Background and main objectives of session

This business item is designed to review progress against the core elements of the practical strategy for promoting the SEEA developed in June 2017. The Strategy was based on the following change theories:

- Roger's diffusion of innovation theory as articulated through the AtKisson Group's AMOEBA model, and
- Steve Haeckel's 'sense and respond' approach to strategy.

These approaches recognized the dynamic context that change agents operate in. The workshop and resulting strategy provided tools to help UNCEEA members recognize and respond to opportunities and challenges. The Communication Strategy is posted as a background document and also available here.

Approach of the session

This session will be structured to allow members to engage in small group discussion and feedback that will generate ideas to review progress against the Strategy. Included in the Annexures are templates that will facilitate the session. **We kindly ask participants to review and complete the templates and checklists (Annexures A, B and C) before the meeting in order to come prepared with solid examples.**

Discussion will occur in three sections:

1. Reflections on the experiences of members in implementing the SEEA communications strategy in their own contexts since last year's seminar. A template is provided at Annexure A.
2. SDG 2020 revision: How can members apply the Amoeba model to mainstreaming SEEA for the SDGs, particularly with an eye towards the 2020 revision? Annexure B includes a section to help members map the SDG territory in light of the 2020 review.
3. Using social media to help mainstream the SEEA: A practical session to familiarise members with the use of Twitter. Please create a personal Twitter accounts beforehand, if you do not have one already and familiarize yourself with Twitter, as well as your institution's Twitter policies/recommendations. A Twitter checklist is provided in Annexure C and a Twitter Cheat Sheet is posted as a supporting document.

Following the meeting, the Australian delegate will work with the secretariat and interested members to produce a performance report and an updated strategy for the consideration of all members.

SEEA you there ☺

Annexure A: Reflections on implementing the communication strategy

Available Resources

Were members able to devote sufficient time and energy to communicating the key messages? If not, what got in the way?

Goals

Were the goals of the communication strategy met: for those who were successful 'what did success look like?' What new goals do we want to set for this year? Should we have a specific goal to influence the 2020 SDG review?

Target Audiences

Did we successfully identify individuals that were in the best position to support the goals of the strategy because of their authority, influence or attitude? What were some of the things we learnt?

Contexts for promotion

What were the key opportunities to promote the application of the SEEA, and how well did you feel able to exploit these opportunities? What forums, processes, channels and products did you use to raise the profile of the SEEA and promote the benefits for policy makers and their advisers?

Key messages

Did members communicate the key messages effectively? Are these messages still valid or do we need to adjust them now?

Reporting progress

What information would we like to include in the next report to the UNSC on our communication strategy?

Annexure B: Questionnaire for SDG 2020 Review

SDG 2020 Review:

Please research within your country to answer the following questions:
1. Which is the primary coordinating agency for your country's SDG development, monitoring and reporting?
2. Which positions within that agency are the key representatives (name them if you can find out who the key individuals are)
3. What is the process for formulating a country position on specific SDGs?
4. How can you provide input to that process?
5. Which indicators are of most importance to your country?
6. Are they suited to monitoring using the SEEA?
7. Which change agents, people or processes will help you to influence the transformers in the system?
8. What key messages will appeal to these audience and what are the best channels and products to convey those messages?

Annexure C: Twitter checklist

1. Create a Twitter account and familiarize yourself with the basics

Five steps to get started:

Step 1: Sign up on Twitter's home page
Go to twitter.com and fill in the sign-up form. For those who have already created twitter accounts, go right ahead, log into your account and skip to step 5.

Step 2: Choose your Twitter handle
After you sign up, Twitter will suggest a username. You are free to change it or use the one twitter recommends. The best usernames or twitter handles are those which are easy to remember and as short as possible.

Step 3: Confirm your email address and fill out your profile
Go to your email account, check for the message that Twitter sent and click on the verification link it contains. Fill out your profile by adding a picture and brief introduction to tell people who you are and what interests you.

Step 4: Choose "Who to Follow" and "What to Follow"
While signing up, Twitter would ask you to choose your interests and suggest accounts to follow based on your interests. You can skip this step or choose accounts as per your comfort. You will be able to search and follow people or accounts on topics that interest you at any time by searching for the topic. A good practice is to fill out your profile before following people so that they know who you are, and follow you back if interested.

Step 5: Send out a tweet!
Craft your message and limit it to 280 characters. Add links, pictures or infographics as you like. Sending these messages can be the best way to learn how to Twitter – learning by doing.

2. Please check your organization's policy about Twitter

For personal Twitter account	For organization Twitter account
If you are using your personal twitter account, please check if there are restrictions by your organization about information that you can share publicly.	If you are handling the organization Twitter account, please check the policy on sharing information in public media.

3. Please feel free to share with us any guidelines or material that your organization might have on Twitter and its usage.

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