

COMMUNICATION AND DISSEMINATION STRATEGY OF THE STATISTICAL OFFICE OF THE REPUBLIC OF SERBIA

2026-2030



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1. INTRODUCTION

The Communication and Dissemination Strategy of the Statistical Office of the Republic of Serbia, 2026–2030 (hereinafter: the Strategy) defines the priorities and direction of the development of communication and dissemination of the Statistical Office of the Republic of Serbia (hereinafter: SORS) with users, the public and other stakeholders.

The Strategy is based on the principles of official statistics, Policy of the Dissemination of Official Statistics and the Results of the User Satisfaction Survey regarding the data and services of the Statistical Office of the Republic of Serbia. Defining priorities in communication and dissemination is based on both information and reports on used communication and dissemination channels, including users' requests, media visibility, use of digital channels and communication on social networks.

The purpose of the Strategy is to direct the improvement of SORS communication and dissemination, according to the needs of different user groups and the ways used to find, understand and utilise statistical data.

2. STRATEGIC FOCUS AND PRINCIPLES

Communication and dissemination of statistical data are aimed at making it possible for users to find, understand and use official statistics.

The development of communication and dissemination is focused on having statistical data accessible, visible, comprehensible and usable, while keeping their meaning, methodological basis and quality.

To achieve this objective, SORS follows the following principles:

Focus on users

Users' needs, expectations and feedback are the basis for enhancing communication and dissemination.

Reliability

Communication contents are based on released statistical data and relevant metadata.

Clarity

Statistical data and supporting information are presented in a clear and comprehensible manner, while citing information relevant for their proper interpretation and use, including methodological explanations, changes in methodology and information of interest for data comparability.

Impartiality and coherence

SORS communication is unbiased and based on equal principles and standards, without favouring any user while respecting coherently the principles, regardless of the communication channel and format.

Timeliness and punctuality

Statistical data are released according to the Release Calendar publicised in advance and to the fixed release schedule. Potential changes are timely made known to users.

Accessibility and access free of charge

Equal and simultaneous access to officially released statistical data and information is given to users free of charge, via different channels and in different formats, while striving to make data and information easier to find, to be downloaded and used.

Continuous improvement

Communication and dissemination are developed on the basis of monitoring results, user feedback and changes in the communication and digital environment.

3. DATA USERS

The Statistical Office of the Republic of Serbia distinguishes several groups of users of data and information, which have different needs, ways they use data and different requests for details and presentation form.

The main user groups are:

- **Government administration and local authorities** – for planning, monitoring and evaluating public policies and programmes;
- **Business subjects** – for business decision-making, analysing, planning and monitoring economic trends;
- **Scientists, researchers and analysts** – for R&D and expert work, analyses and modelling;
- **Students and education community** – for instructing, learning and developing statistical literacy;
- **Media** – for informing the public and preparing news based on official statistical data;
- **International institutions** – for international reporting, monitoring and analyses, as well as for providing internationally comparable data;
- **Chambers, associations and other organisations** – for analysing the state and trends in areas of interest for their members and users;
- **The public** – for informing about and better understanding of social, demographic and economic phenomena.

Segmentation of users is the basis for adapting communication content, formats and channels to different users' needs.

4. STRATEGIC OBJECTIVES

The Strategy defines five interconnected strategic objectives:

1. Improving accessibility and visibility of statistical data and products;
2. Improving clarity of statistical data and contributing to statistical literacy;
3. Strengthening communication focused on users' needs;

4. Developing digital communication and adapting to new technologies;
5. Strengthening trust in official statistics.

4.1. Improving accessibility and visibility of statistical data and products

The objective is to provide easier access to statistical data, products and supporting information that users need and to make them better informed about the possibilities of how to use data.

SORS will enhance the presentation and linking of statistical content so that users can find and use relevant data more easily.

The priorities are:

- Improving the official web structure, navigation and search;
- Better linking communication content with source statistical data and relevant content on the SORS website;
- Enhancing the visibility of statistical databases, publications, Open Data portal and other statistical products;
- Developing the accessibility of microdata for search purposes;
- Enhancing the use of different communication channels for increasing the visibility of statistical content.

4.2. Improving clarity of statistical data and contributing to statistical literacy

The objective is to help users better understand statistical data, their meaning, and to make appropriate use of data.

SORS will develop methods of statistical data presentation to provide users with easier data understanding, without compromising their technical and methodological basis.

The priorities are:

- Developing clear and short explanations of statistical indicators;
- Larger use of visualisation, infographics and other formats that contribute to data understanding;
- Improving the linking of statistical data with methodological information, explanations and other content that contribute to their proper interpretation;
- Developing content that contributes to statistical literacy;
- Adapting the methods of presentation to different user groups.

4.3. Strengthening communication focused on users' needs

The objective is to ensure that communication and dissemination suit better different needs, ways of data use and user expectations.

SORS will use available information about users' needs and their experience in using statistical data for advancing communication and dissemination.

The priorities are:

- Systematic use of the results of the User Satisfaction Survey;
- Using information from different requests, consultations and other forms of direct communication;

- Adapting the content of different user groups;
- Improving communication with new and potential users.

4.4. Developing digital communication and adapting to new technologies

The digital environment changes the way users find, understand and use statistical information. The objective is that SORS follows those changes and develop digital communication according to users' needs and the nature of statistical content.

The priorities are:

- Enhancing digital communication channels;
- Developing visual and interactive formats and digital publications;
- Following the possibilities of using new technologies in communication and user support;
- Developing automated and standardized access to statistical results through API service;
- Appropriate use of AI tools for enhancing communication and dissemination, while relying on official statistics and metadata, and refer users to source statistical content.

Social media hold a special place in digital communication and are used as an additional channel for reaching different user groups, better visibility of statistical contents and getting closer to the public.

4.5. Strengthening trust in official statistics

The objective is that SORS communication contributes to better understanding of the role of official statistics and to strengthening trust in statistical data and the producing institution.

Communication should contribute to a better understanding of how statistical data are produced, of their purpose and importance for decision-making, and understanding of social and economic phenomena.

The priorities are:

- Clearer presentation of SORS role and importance;
- Promoting the principles of quality, professional independence, impartiality and statistical confidentiality;
- Enhancing communication with the media and other intermediaries of statistical information;
- Timely explanation of important misinterpretation of statistical data;
- Coherent directing to official data, methodology and metadata;
- Developing content that raises awareness among users of the method and importance of official statistics.

5. COMMUNICATION CHANNELS AND FORMATS

Communication and dissemination of statistical data and information through different channels and formats. Their selection depends on the type of information, users' needs and characteristics and the purpose of communication.

5.1. Reference communication channels

The official SORS Website is the central and reference communication and dissemination channel, which ensures access to official statistical data, statistical products and relevant methodological and other supporting information. Statistical databases, statistical/press releases, publications, and other official digital SORS content can be accessed via the Website.

Open Data portal ensures access to statistical data in formats convenient for downloading, further processing and reuse, promoting wider use of official statistics by different user categories.

Communication channels and formats, when relevant, direct users to official data sources, thus ensuring reliability, confidentiality and coherent use.

5.2. Modern digital channels and formats

Modern digital channels and formats do not replace traditional and formal statistical data sources. Their role is to make statistical information more visible, comprehensible and accessible to different user groups and to, when necessary, direct them to source statistical content on the SORS Website.

Digital access to statistical results is improved by developing the API service that enables automated, fast and standardized access to statistical data directly from statistical databases without needing to extract data manually.

Content dedicated to social media is adapted to the characteristics of a platform and the needs of different categories of users, relying consistently on officially published data, thus contributing to better visibility and understanding of statistical content.

5.3. Visualisation of statistical data

Visualisation of statistical data is an important part of modern dissemination and covers graphical and interactive presentations, data presentation on maps and other forms of visual presentation.

SORS will continue to develop and enhance data visualisation with the aim of making complex statistical information more comprehensible, accessible and easier to use by different user categories.

When developing visualisation, accuracy, clarity, statistical context and data integrity will be taken into account.

5.4. Communication content

Infographics, short explanations, brochures and other communication content are used to raise awareness of statistical data among different categories of users and to make them easier to understand.

Their content and format are adapted to the type of information, target group and purpose of communication, with consideration for accuracy, statistical context and data integrity.

5.5. Communication and interaction with users

Consultations with users, participation in working and counselling groups, as well as direct communication with the media are important forms of SORS communication.

Feedback information collected through these forms of communication are used to identify users' needs and expectations, to improve data presentation as well as communication and dissemination activities.

6. MONITORING THE IMPLEMENTATION

The implementation of the Strategy will be monitored through indicators set in the Action Plan.

Depending on the objective and activity, monitoring may cover:

- Use of Website, statistical databases and other statistical products;
- User requests and feedback information;
- Results of the User Satisfaction Survey;
- Use and visibility of visualisation, infographics, short explanations and other communication content;
- Other relevant indicators.

The results of the implementation, including those of periodic user satisfaction surveys, will be used to evaluate the achievement of the Strategy objectives and to review the priorities in communication and dissemination.

7. FINAL PROVISIONS

The Communication and Dissemination Strategy of the Statistical Office of the Republic of Serbia defines the priorities for the development of SORS communication and dissemination for the period 2026–2030.

Its implementation should provide better data accessibility, visibility, understanding and usability. It should also make SORS communication user-oriented and enhance trust in official statistics.

The Strategy is implemented through the Action Plan and according to the Official Statistics Dissemination Policy and other relevant SORS documents.

The Strategy shall enter into force on the day of its adoption.

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