



NEWSLETTER

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DOSM'S COMMUNICATION SYSTEM

What Is a Communication System?

Communication means to share or exchange information, views, thoughts via different medium. It is the process of sending information from one source to destination/another. **Communication system** is a system that describes the way we communicate with others by using many hardware and software tools. (www.quora.com). Now a days communication system is done through website, email, chat, social media and so on. According to the [Holmes Report](#), companies with effective communication strategies have 47% higher returns to shareholders, more engaged employees, and less employee turnover (www.forbes.com,2016).

"The world is full of people who need to be able to use statistics in their work. We know that we have so much to offer that could have a major impact, through the industries on the national economy. That is why we must address the question of communicating statistics (Tony Greenfield, 1993)"

Statistical communication is an important component of the capacity to "think with data" ([Pamela B. Matheson](#),2017). After all, the numbers are the primary thing you often need to communicate to your audience (www.nedarc.org,2019).

How DOSM's Communication System Solves This Problem?

The Department of Statistics, Malaysia (DOSM) was established under the provisions of Statistics Act 1965 with the responsibility to collect, interpret and disseminate latest and real time statistics in the monitoring of national economic performance and social development. Since the day established, DOSM has developed a statistical communication plan to raise awareness about the importance of statistics to the public. DOSM continues its efforts to enhance data sharing and accessibility through;

- ✓ Website by providing free downloading facility
- ✓ Media electronic - sharing statistics information via TV and radio
- ✓ Press statements
- ✓ Social media – Facebook, Twitter, Instagram and YouTube
- ✓ Mobile applications
- ✓ Exhibition,
- ✓ Engagement – International and National, and
- ✓ Statistics talk





Malaysia



United Kingdom



New Zealand



Canada

Japan

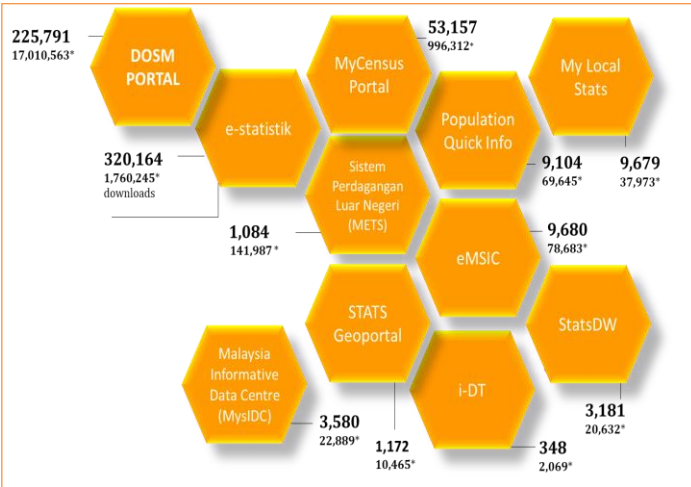
Based on the listed portal above, Japan is seen to have a simplest and easy way to access the publication, data, and main statistical data followed by New Zealand and Canada. Japan have their own portal organizing all the published data systematically. User can browse data by theme and data source of origin in simple click and user friendly. In addition, they also have specific dashboard for data visualization that provides main statistical data in visually easy-to-understand manner. As for New Zealand, data can be browse systematically and arranged alphabetically in folder, just like the interface of cross-platform FTP application. As for Canada, the data access comes in handy when the organization of publication and data source are synchronized together. It also have filter system to browse the data.



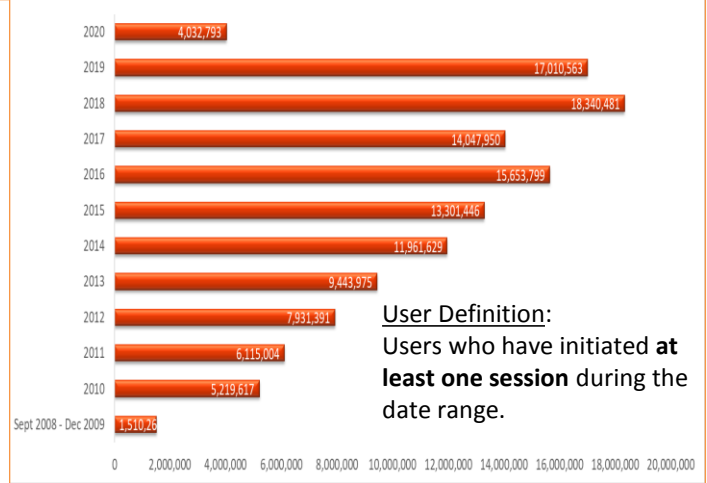
DOSM's Statistical Communication

www.dosm.gov.my

Portal DOSM



Number of Hits Portal, 2008 – 31st March, 2020



User Definition:
Users who have initiated at least one session during the date range.

DOSM's Online Service

eStatistik (free download)

DEPARTMENT OF STATISTICS MALAYSIA

Free Download

No.	Title of Publications	Product Type	Release Series	Release Date
1	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal)	Publication	February 2020	18 March 2020
2	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Sosial)	Publication	February 2020	18 March 2020
3	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
4	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
5	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
6	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
7	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
8	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
9	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020
10	Statistik Persekitaran Fizikal dan Sosial (Kawasan Persekitaran Fizikal dan Sosial)	Publication	February 2020	18 March 2020

External Trade Indices, Malaysia - January 2020

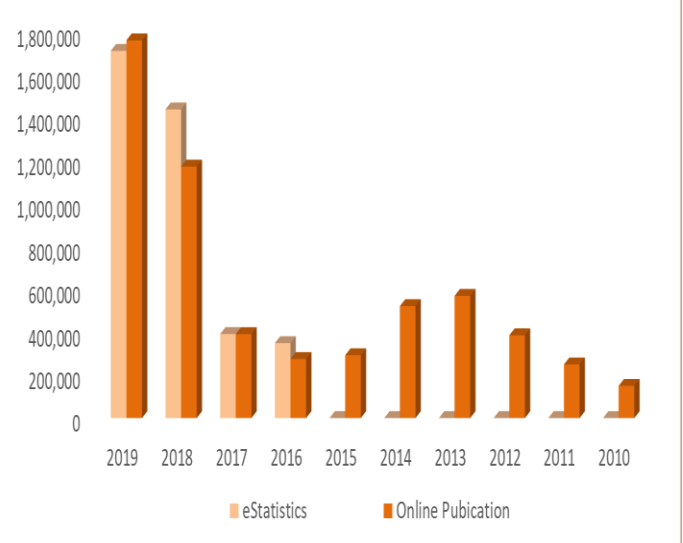
INDEX PERKUALIFIAN LAIN NEGARA (IPLN) 2020

Malaysia

January 2019

https://newss.statistics.gov.my/

Number of Transactions, 2019



Statistical Communication & Products

In 2019, DOSM has published...

- 194 Monthly publications
- 64 Quarterly publications
- 113 Yearly and other Publications
- 23 New Publications

371 STATISTICS PRODUCTS

STATISTICAL COMMUNICATION

- Online Publications (Free Download)
- Mobile Applications - MyLocal Stats - BizCode
- Email: info@dosm.gov.my, data@dosm.gov.my, Group Email
- Email Chief Statistician Malaysia: uzir@dosm.gov.my
- @StatsMalaysia
- WhatsApp Group

SDDS, ARC and embargo

In 2019, DOSM has published 371 publications which consist of 194 monthly publication, 64 quarterly and 113 annual publication. DOSM also shared 237 Stats Alert to more than 6,000 email recipients. DOSM also has launched MyLocal Stats version 2.0, MyCapStock Phase 2, Trade by Enterprise Characteristics (TEC) and Malaysia Business Cycle Clock (MBCC) for his first



DOSM's Statistical Communication

Face to Face Communication

- Exhibition
- Academic Visit
- Statistical Talk for agency, university & schools
- Engagement with respondent & community

Stats Application

- BizCode
- MyLocal Stats
- BizCode@Stats
- MyLocal Stats
- Official Statistics App

National & International Engagement

- 24 April 2019: Seminar Ekonomi Selangor And Kick Off WRC 2019
- 18 August 2019: World Stats WSC Run 2019
- 19-23 August 2019: 62nd World Statistics Congress 2019
- 20 October 2019: Malaysia Statistics Day

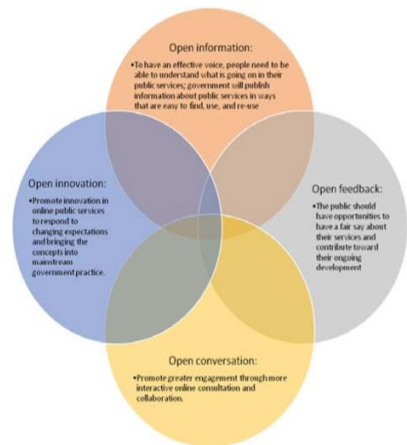
- Expert Group Meeting/ Technical Assistance: 12 Programmes
- Commission Meeting: 15 Programmes
- Course/Workshop/Training: 36 Programmes
- Seminar/Conference: 9 Programmes
- Instructor/Lecturer: 4 Programmes
- Attachment Programme: 1 Programme
- Study Visit: 2 Programmes

Social Media

Government agencies are increasingly using social media to connect with those they serve. These connection have the potential to extend government services, solicit new ideas, and improve decision-making and problem-solving (John Carlo Bertot, 2011). Recent research has shown that 88 percent of marketers are using social media and that they are spending over \$60 billion annually on social media advertising (Gil-Or, 2010; Smith, 2011). Therefore, DOSM has been actively using social media as a medium of communication since 2012 to disseminate the official statistics. The summary findings reports and infographic will be uploaded in social media on the day of release data.

General policy principles governing social media communication in public institutions, adapted from Clarke, P. (2011). Putting social media to use in public administration. Strasbourg: European Council., page 7

Figure 1



DOSM's Statistical Communication

DOSM's Social Media

@StatsMalaysia [24,637 likes] 3,334 posts

@mycensus2020 [4,029 likes] 546 posts

@isiwsc2019 [2,069 likes] 744 posts

@MyStatsDay [1,541 likes]

@StatsRun [3,743 likes]

@fitDOSM [1,428 like]

@StatsMalaysia [4,578 followers] @StatsMalaysia [3,743 followers] @StatsMalaysia [477 subscribers]

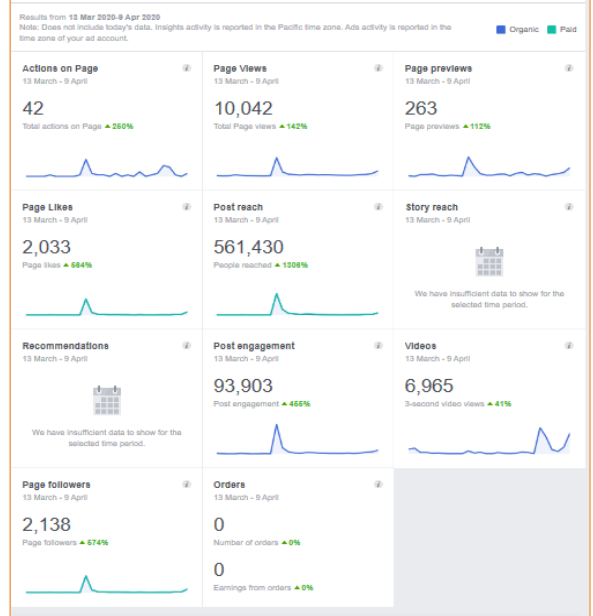


@isiwsc2019 [760 followers]

Note: As at March 2020

@isiwsc2019 [297 subscribers]

FB DOSM INSIGHT, 14 March – 10 April 2020



National Statistics Office's Social Media & Portal

Category	Country	Social Media								Mobile Apps	Others
		Facebook	Twitter	Youtube	Instagram	RSS Feed	LinkedIn	Email notification/Subscribe to receive the latest ABS information via email	Blogs		
Developed Countries	Australia	✓	✓	Nil	✓	✓	Nil	Nil	Nil	ABS Stats	
	Canada	✓	✓	✓	✓	✓	✓	✓	1. reddit (massive collection of forums, where people can share news and content or comment) 2. StatCan Blog	Nil	1. StatCan Live Chat 2. Chat with expert (scheduled with topics)
	UK	✓	✓	Nil	Nil	Nil	✓	✓	✓	Nil	
	Japan	✓	Nil	✓	Nil	Nil	Nil	Nil	Nil	Nil	
	New Zealand	✓	✓	✓	Nil	Nil	✓	subscribe newsletter	Nil	Nil	NZ Live Chat
Developing Countries	Indonesia	✓	✓	✓	✓	Nil	Nil	Nil	Nil	Allstats BPS	
	India	✓	✓	Nil	✓	Nil	Nil	Nil	Nil	Nil	Suggestion platform https://data.gov.in/suggested-datasets-list
	Turkey	✓	✓	Nil	Nil	✓	Nil	Nil	Nil	Nil	
	Thailand	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	
	Myanmar	✓	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Feedback form at portal
Third Countries	Zambia	✓	✓	✓	Nil	Nil	Nil	Nil	Nil	Nil	
	Kazakhstan	✓	✓	✓	✓	Nil	Nil	Nil	Nil	Nil	
	Kenya	✓	✓	✓	Nil	Nil	Nil	Nil	Nil	Nil	
	Nigeria	✓	✓	Nil	Nil	Nil	Nil	Nil	Nil	Nil	

Developed countries already utilized most of the social media platform to engage with users. Meanwhile, developing and third countries are slowly moving forward to use social media as platform for engagement. Canada have shown to use most of the platform including newest form of engagement (reddit, live chat, and chat with expert). These new platform enable the users to get immediate response from NSO and directly communicate through the official portal of NSO.

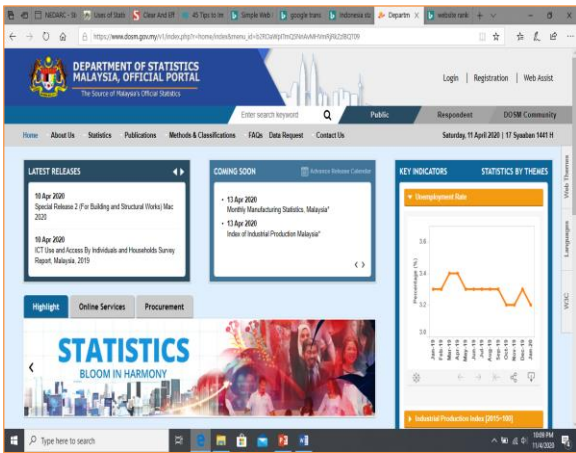
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How To Improve DOSM's Communication System?

❑ DOSM's Website Design

Some aspect can be improvised to make it more effective and useful for visitors/users.



Keep it simple and interesting . **Don't "info dump."** . Only add elements that are absolutely necessary to the user.



Use colorful icons, custom photographs just like a photo is worth a 1,000 words.



Use live chat like Pure Chat to convert web traffic into leads.




Improve the branding with new motto "The Users/visitors is King"

❑ DOSM's Social Media @StatsMalaysia

Social media in government is a game changer. It can be a very powerful way for government agencies to interact with the public especially during the crisis. But how to increase the engagement, followers and viewers? Lets improvise our social media contents.

1. Increase Social Media Engagement

a. **Make Live video** about DOSM's product. For example, conduct survey or census. Live video is the best tools to increase social **media engagement**. According to www.marketingland.com, people spend three times as much time engaging with a live video than they do with one that is prerecorded. Additionally, video posts have 135% as much organic reach as do photo posts.  **[LIVE]** <https://youtu.be/9Ktslhcc8w8>

b. Using **Social Media Tools** to Boost Engagement



Buffer



Canva



IFTTT
(If This Then That)

2. To Grow Social Media Followers

Collaborations with other government agencies' product can help grow social media followers. For examples, Bank Negara Malaysia, SME Corp, Dewan Bahasa dan Pustaka etc.

3. Social media as a data source for official statistics

- Jan van den Brakel et. al, 2017 in his study suggested if we can use administrative data and social media data to produce the official statistics such as big data. This study discussed the above idea to reduce administration costs and response burden since most of the surveys conducted repeatedly over time. DOSM's should improvise its data warehouse to store billion of data such as EB-Desk if we going to use the social media as official statistics.
- For example, in Romania social media used as communication channels in official statistics and has been implemented since 2013, when the communication department has been established (Iulia Alexandra Nicolescu , 2015).



How To Improve DOSM's Communication System?

❑ DOSM's Customer Service Counter (UKP)

Besides traditional service counter, what can we do to put our service and product name on everybody's lips? Can we transform UKP's traditional function to **Social Media and Customer Service**? According to research carried out by Hootsuite in December, Starbucks is the best performing brand on social media, closely followed by Chanel, Friskies, and Urban Outfitters (www.eventbrite.co.uk/blog, 2018).



What Social Media Customer Service (SMCS) Can Do?

Reply quickly

- ✓ Most forms of customer support via phone and email are not typically expected to be available 24/7. Yet, social media customer support has created an "always-on" expectation.
- ✓ As a result, 42% of consumers expect a response on social media within 60 minutes (www.freshsparks.com,2019). This means responding to inquiries, reviews, and complaints as quickly as possible is the best social media customer service strategy.



Respond to all feedback, questions, and comments

- ✓ Every post, review, and check-in on social media needs acknowledgment which is fully handled by SMCS. DOSM have to provide dedicated team for SMCS. This is the biggest social media customer service best practices.
- ✓ Since so many comments can be viewed by the public, businesses have an incentive to be attentive to everybody, increase brand building.



DISCLAIMER: The article in this newsletter is the initiative of DOSM officers based on ad-hoc observation and collection of brief information in the field during the Movement Control Order. It does not meet the country's official statistics released standards. Therefore, the content of this newsletter cannot be interpreted as DOSM's official statistics.

