



Leading Through Trust

(Strategic User Engagement & Media Relations at GEOSTAT)



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The Modern Statistical Leadership Challenge



Critical Challenges We Face



Data Misuse

Statistics taken out of context for political narratives



Privacy & Security

Protecting sensitive data in digital age



Trust Erosion

Skepticism toward official statistics



Media Complexity

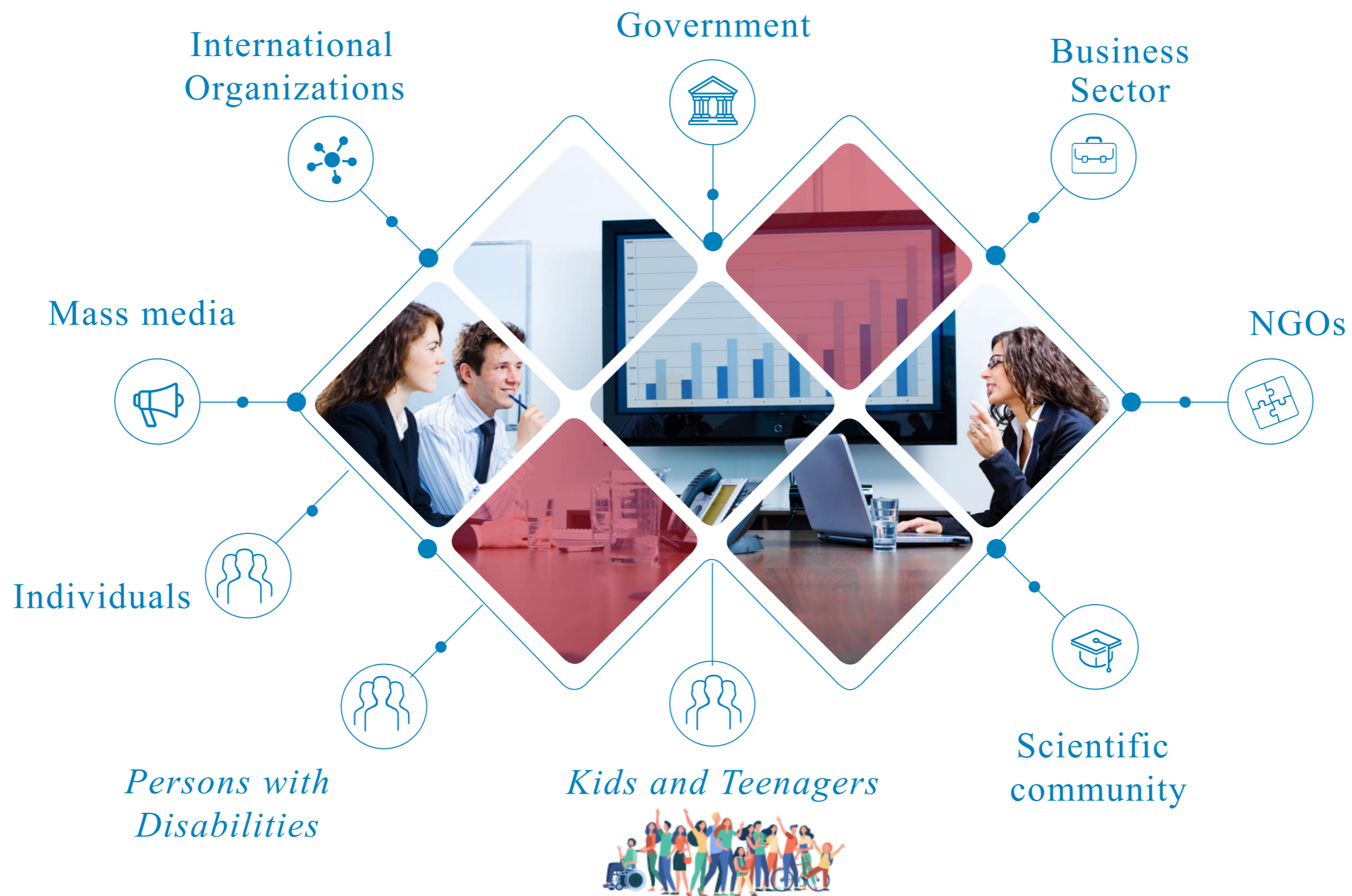
Traditional & social media demand instant data



"How do we protect integrity while remaining accessible and relevant?"



Understanding Our Complex User Landscape



WWW.GEOSTAT.GE
1 270 thousand
visitors of web-
site
during 2024



Our Three-Pillar Leadership Strategy



1. PROACTIVE ENGAGEMENT

Build relationships before crises emerge

Regular dialogues • Media partnerships • User forums • Transparency initiatives

2. EDUCATION & EMPOWERMENT

Enhance statistical literacy across all user groups

Training programs • Clear documentation • Context provision • Accessible tools

3. DEFENSIVE READINESS

Protect integrity while remaining open

Rapid response • Clear methodologies • Independent validation • Legal frameworks

Strategic Media Engagement



Our Media Relations Approach



Partnership Model

Media as allies in public education, not adversaries



Rapid Response System

24-hour turnaround for media inquiries



Journalist Training

Quarterly workshops on statistical interpretation



Multi-Channel Presence

Press releases, social media, briefings, embargoed data

Defending Statistical Integrity



When Statistics Are Misused:

- 1 Immediate Response:** Public clarification within 24 hours
- 2 Factual Correction:** Focus on data, not politics
- 3 Context Provision:** Explain methodology and limitations
- 4 Media Engagement:** Direct outreach to journalists
- 5 Documentation:** Maintain public record of clarifications

"We defend data, not governments. Our credibility depends on independence."



Balancing Transparency with Privacy & Security



What We Share

- ✓ Aggregated statistics
- ✓ Anonymized datasets
- ✓ Methodologies
- ✓ Quality indicators
- ✓ Meta-data

What We Protect

- X Individual identities
- X Business-level data
- X Sensitive demographics
- X Financial details
- X Health records

Our Security Measures:

Legal frameworks • Data encryption • Access controls • Regular audits • Staff training • Incident response protocols

Enhancing Statistical Literacy



Multi-Level Education Strategy

General Public

- Simplified infographics
- Story-driven data releases
- Interactive visualizations
- Social media campaigns

Media

- Quarterly training workshops
- Statistics interpretation guides
- Embargo briefings
- One-on-one consultations

Policymakers

- Evidence-based policy forums
- Custom analytical support
- Regular briefings
- Data dashboards

Students

- Educational programs
- Open data competitions
- University partnerships
- Youth-friendly platforms



Technology & Innovation



Mobile Applications

iOS & Android apps for on-the-go access

Accessibility First

Platforms adapted for persons with disabilities

Interactive Portals

Thematic data exploration tools

API Integration

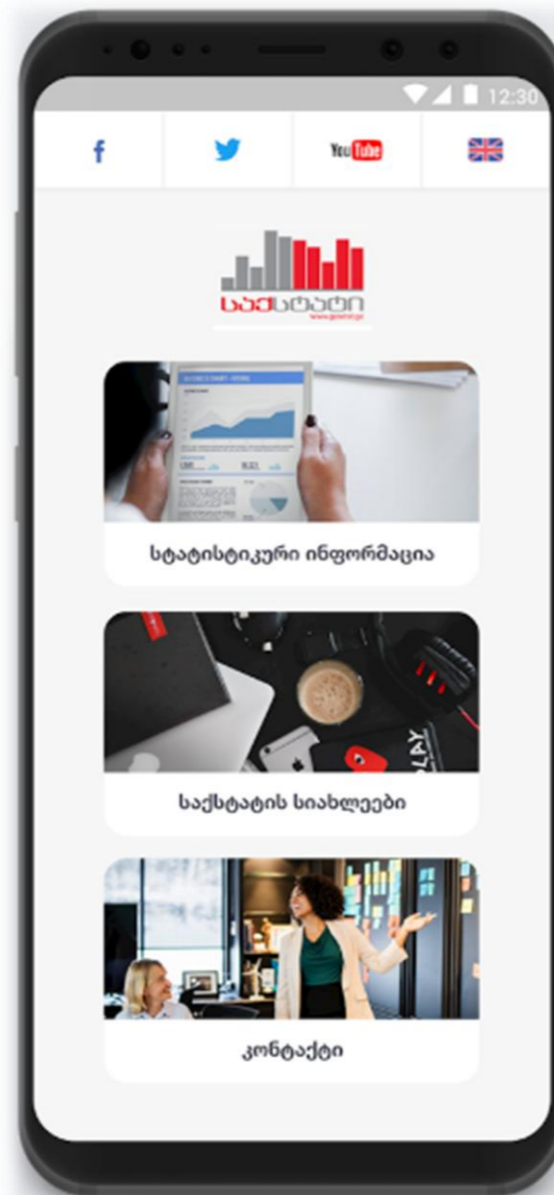
Real-time data feeds for developers

Advanced Search

AI-powered data discovery

Visualization Tools

User-friendly chart builders



Android
&
IOS



WWW.GEOSTAT.GE



Investment in IT: The Foundation of Modern Statistics

Critical Lessons from the Field



💡 Key Insights

Trust is earned daily, lost instantly

One misstep can erase years of credibility-building

Media relations require constant nurturing

Relationships built during calm prevent crises during storms

Statistical literacy is everyone's responsibility

We must be educators, not just data providers

Technology enables access, people build trust

Invest equally in systems and relationships

Independence is non-negotiable

Professional integrity must override all political pressure



Measuring Our Impact



85%

User Satisfaction

Annual survey results

240%

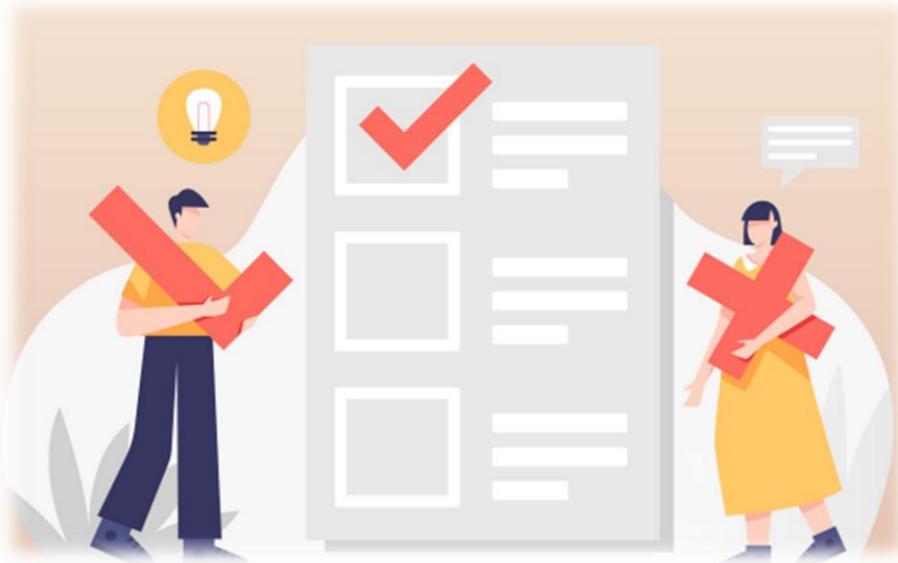
Web Traffic Growth

Last 3 years

92%

Media Accuracy

In statistical reporting



Qualitative Achievements

- ✓ Enhanced media trust and cooperation
- ✓ Stronger government partnerships
- ✓ Zero major security breaches
- ✓ Reduced misuse incidents
- ✓ Improved public statistical literacy
- ✓ International recognition

The Path Forward



"In the age of misinformation, official statistics must be more than accurate—they must be trusted, accessible, and defended."

Leadership means building bridges, not walls.

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Reliable Data for Right Decisions

Questions & Discussion Welcome