



Two-way communication with users is the key to trust

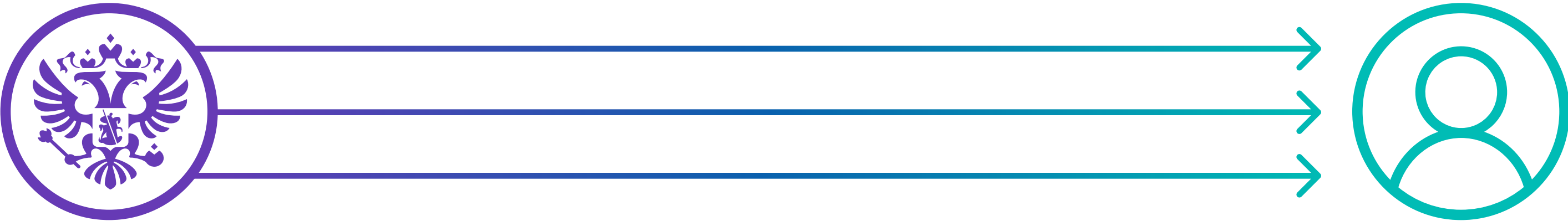
Federal State Statistics Service (Rosstat)



Press Secretary Maxim Kataev



Government-to-User Communication



Maximum
coverage

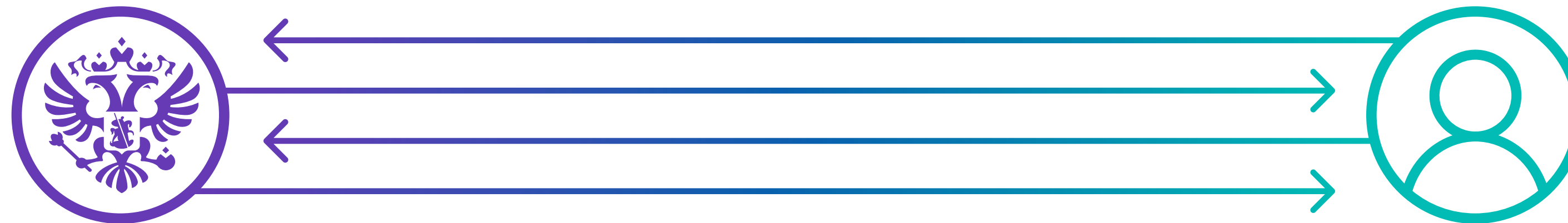


Inform
the user



Official business
language

The new trend is customer-centric communications



Targeted
communication



Solve the user's
problem



Conversational
business language

Audience



Define

1. Government agencies and local governments
2. Respondents (business)
3. Academic community and research
- 4. Students**
5. Mass media
6. Citizens
7. International community

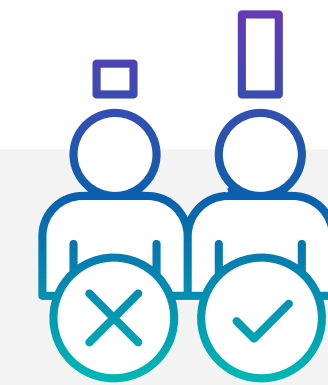
1



Describe

-
-
-
- 4. Students**, including schoolchildren and university students, are an important target audience for promoting statistics and attracting young people to Rosstat. Key requests from them largely vary in needs: from basic concepts and illustrative examples for primary school students to complex analytical data and practical cases for students who study statistics or data science...

2



Channel presence

Social media

Website

Events

3

Rosstat's social media audience

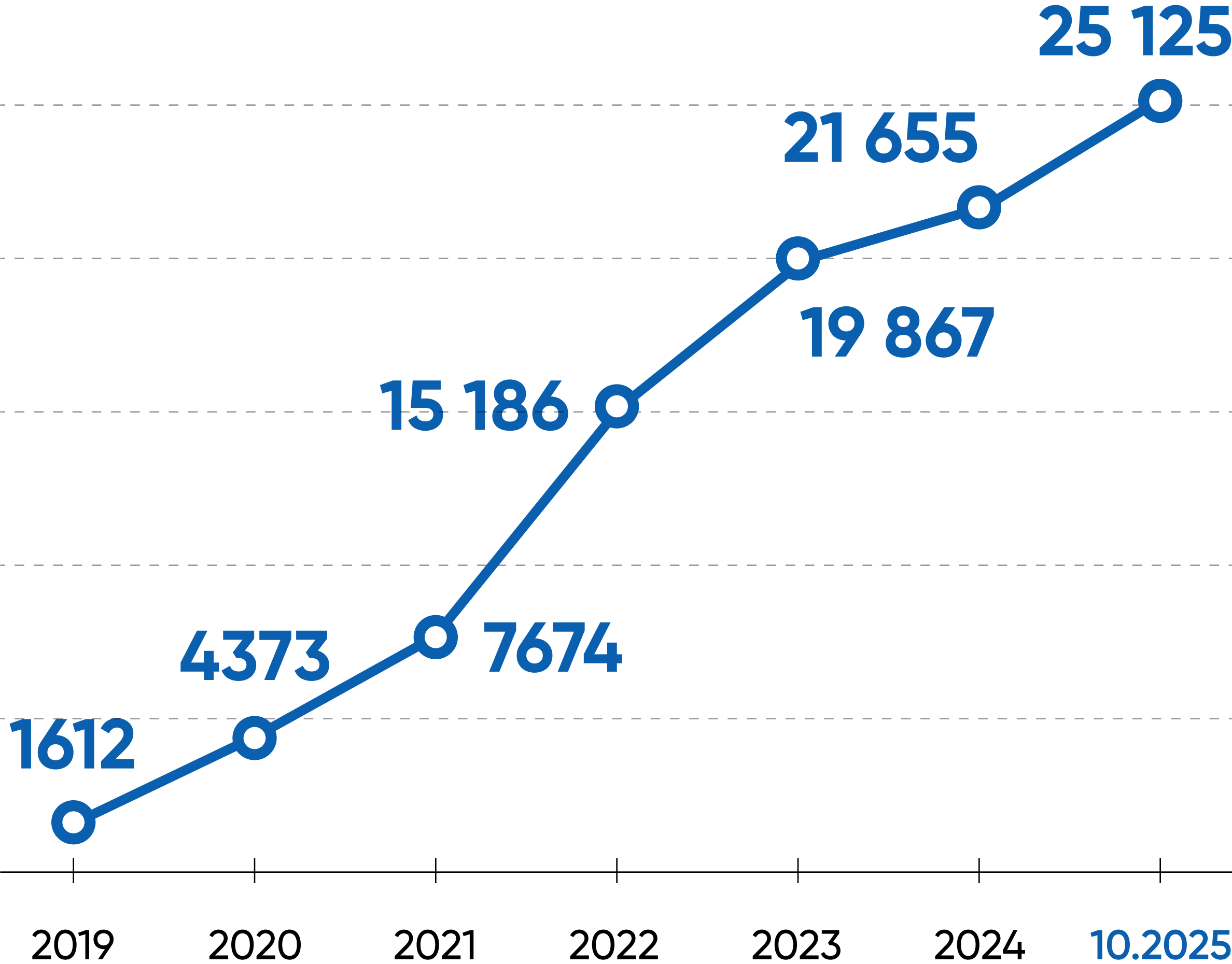


People who love statistics

Students and schoolchildren who want to get an A in a subject

Respondents who want to submit data

Journalists looking for data for their articles





Good afternoon, what is GDP and how is it calculated?

06.10 9:15



Oleg, good afternoon!

GDP, or gross domestic product, is a key macroeconomic indicator, characterizing the market value of all goods and services produced in a country over a given period of time and intended for final consumption. The more goods and services a country produces and provides, the higher its GDP.

In 2024, Russia's GDP amounted to 201.2 trillion rubles (in current prices).

GDP is estimated using three methods:

1. The production method (used by the Russian Federation)
2. The income use method
3. The method of GDP formation by income sources

Note that the calculation results are the same for any of these three methods.

1. GDP from a production perspective is the sum of the value added by all economic entities* registered in the country and producing goods and services.

*An economic entity is any legal entity or individual, individual entrepreneur, as well as all institutions that have no legal entity status.

2. From a final use perspective, GDP reflects the sum of final consumption expenditure, gross capital formation, and net exports.
3. From an income perspective, value added is the sum of compensation of all employees in the country, gross profits from all sectors of the economy, and net taxes on production and imports (taxes on production minus subsidies).

You can read more about it in our special project ["Understanding Statistics"](#)



6.10 9:20



Thank you!!! Got a B mark. HOORAY!!!!

6 октября 10:18



Why not A? We can talk to your teacher.

6 октября 10:19



He asked about the number of GDP estimates, and I didn't have time to read it on your website during the exam. But now I know there are 5. Thanks again for your help; I gave the cheat sheet to another student.

6 октября 10:20



We're happy to help you and your friends! Join the Statistics Dictation from October 7th to 13th and test your knowledge!



6 октября 10:21



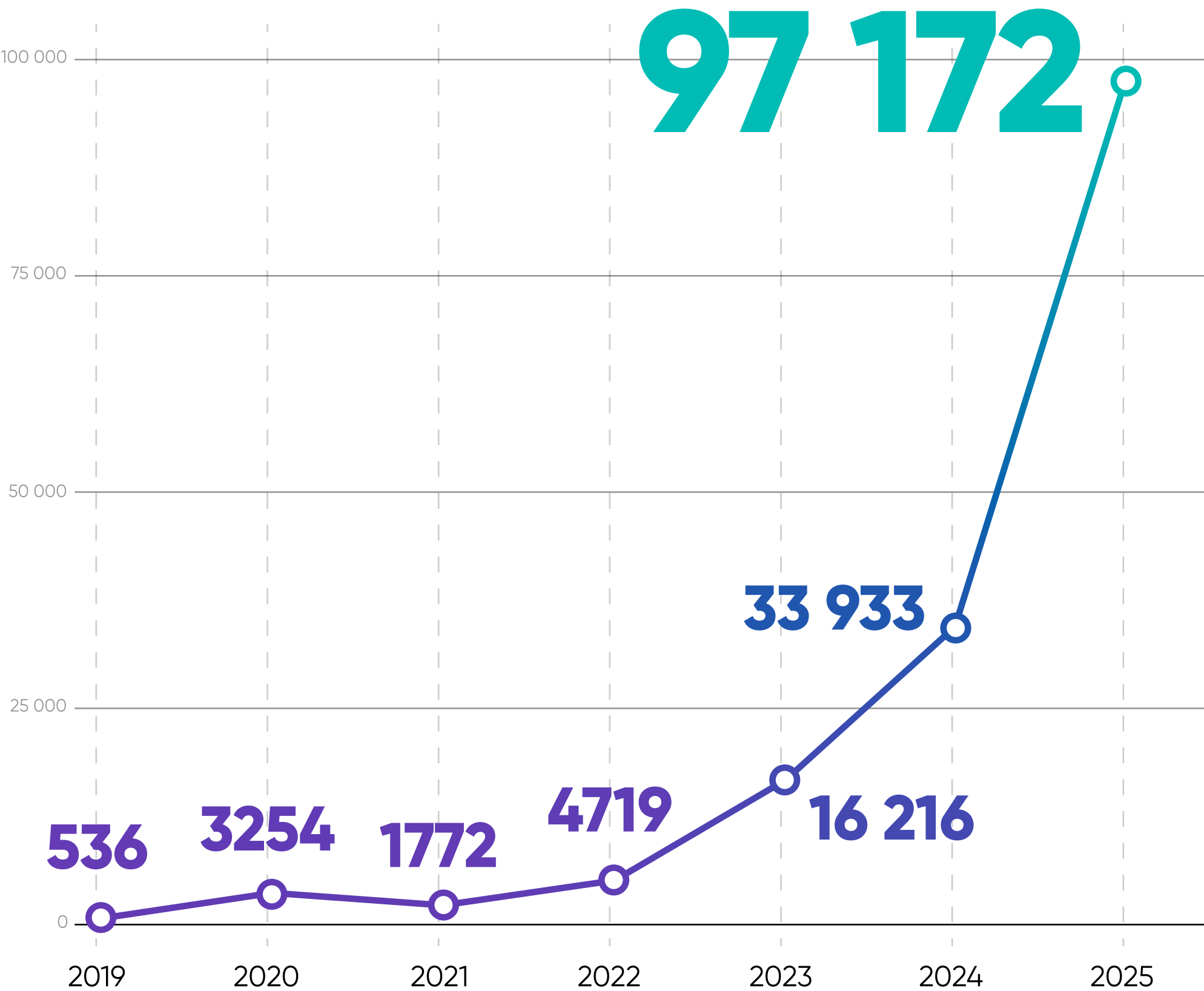
With pleasure!

6 октября 10:22

Statistical Dictation



Number of participants:



Schoolchildren participated for the first time

Statistical Dictation Website

- 353,000 website views
- 211,000 visitors



6 sections:

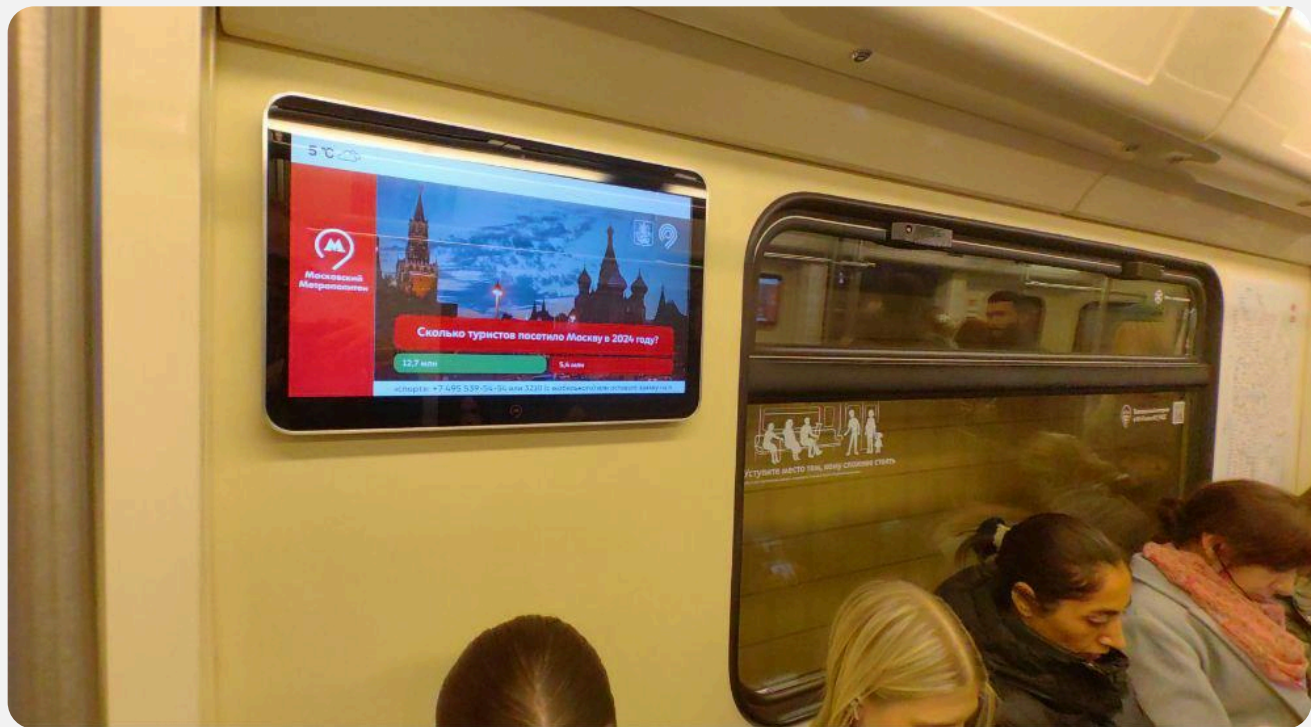
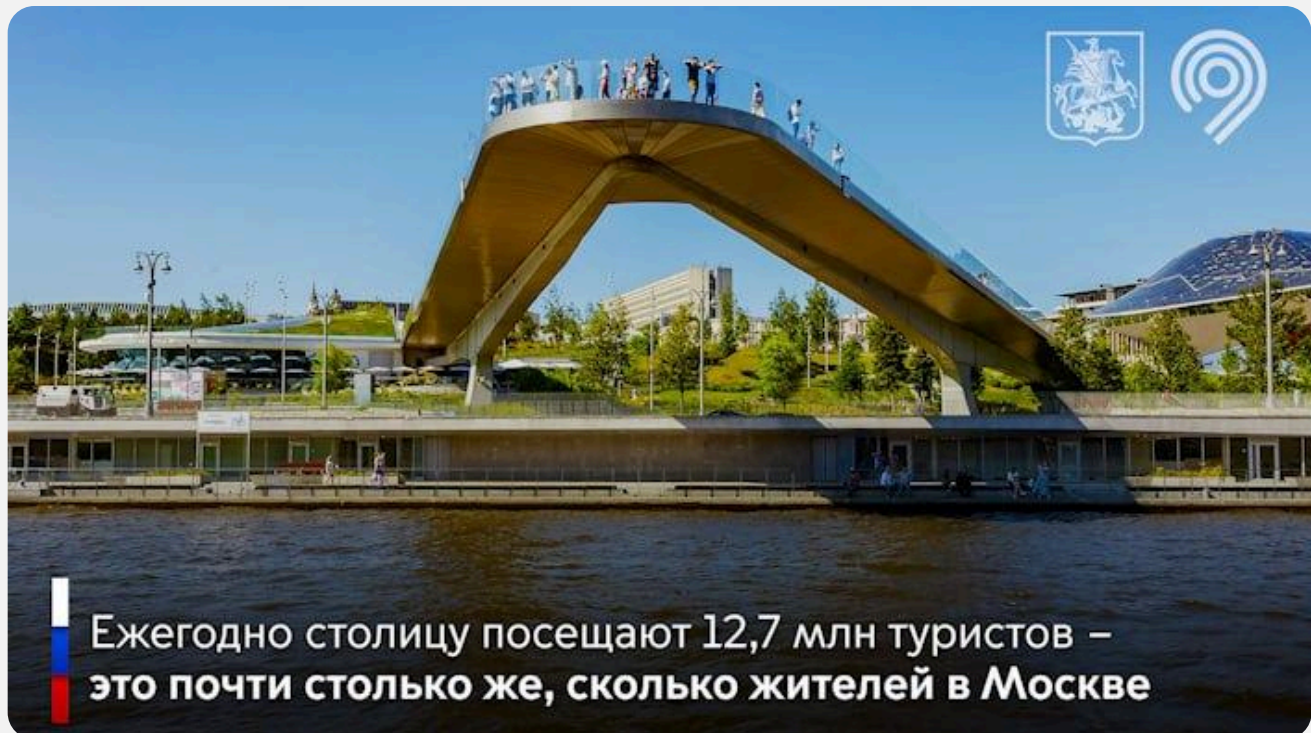
- Victory Figures
- SDGs
- Statistical Theory
- Statistical Practice
- My Homeland – Russia
- International Statistics

Dedicated to World Statistics Day

World Statistics Day



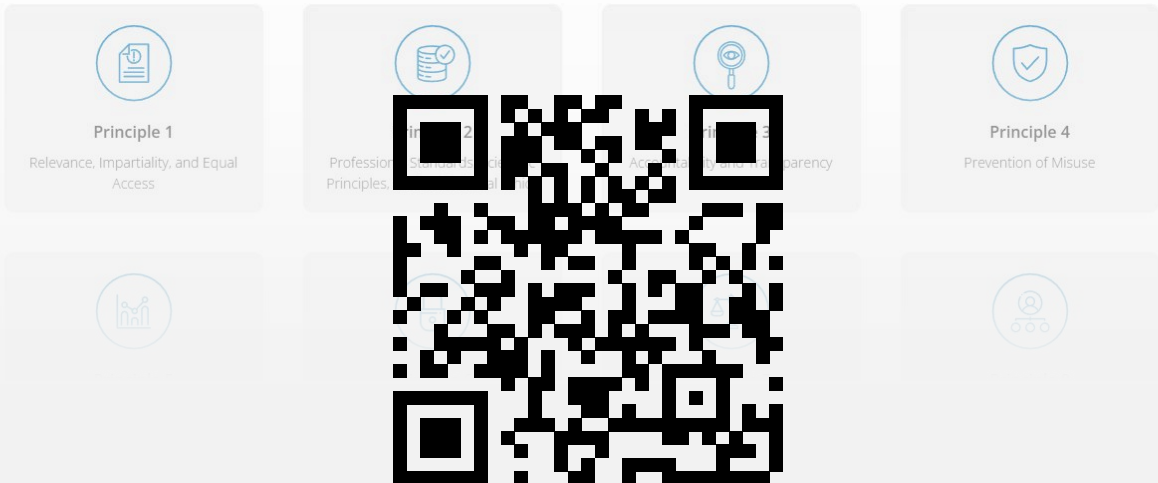
Metro Bridge
(coverage 500,000)



Moscow transport
(coverage 100 million)



Almost every country in the world has its national statistical office.
The world statistics is based on the UN Fundamental principles of Official Statistics declared by [resolution 68/261](#) to ensure delivering of impartial and relevant data.

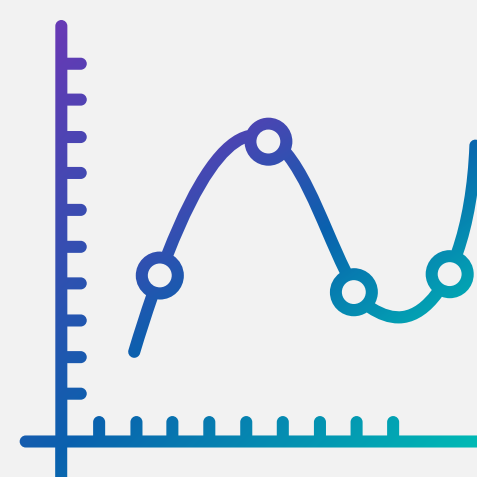


Website
(all activities are presented)

Strategy for Development of the National Statistical System and Rosstat until 2030



Project on Popularization of Official Statistics



Scale up and extend the project "**Understanding Statistics**"



Promote activities on official statistics in **social networks and mass media**



Inform public on socio-economic development in the Russian Federation as well as to prevent spread of fake statistics

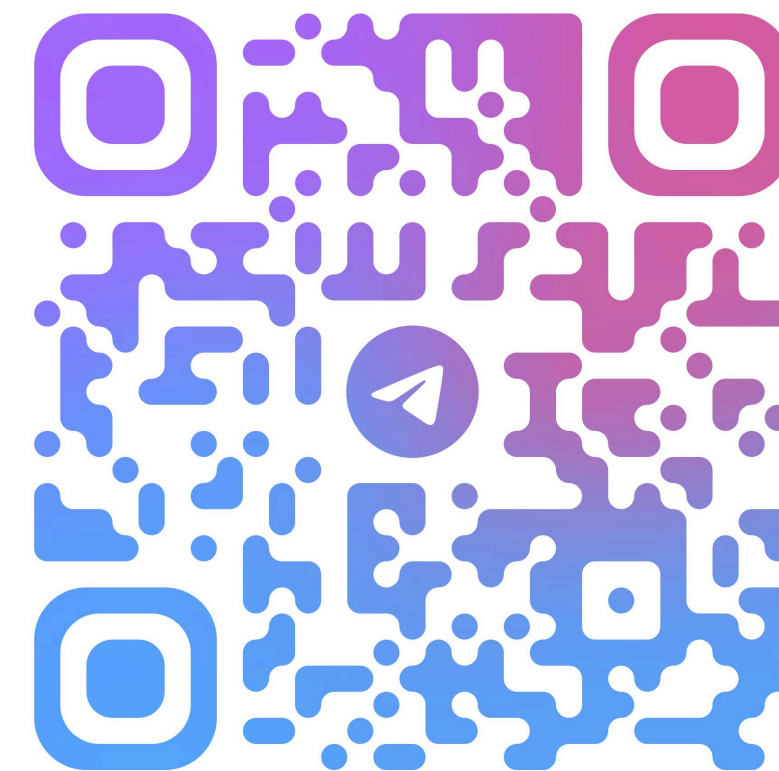


Thank you for your attention

Contact details:



+7 (903) 754-42-41



@MAKSIM_ROSSTAT