



How-to-Guide: Publishing Census Info on Website

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Publishing Census Info on Website

Census is an important program for any statistical office and it is recommended to use the website to provide useful and relevant information to the public. This document presents ideas of the type of information and content that can be published on the website and a proposed phased approach to build this module. This document also provides an example of how the Census landing page could be organized.

Pre-Census / Basic Census landing page

This is your basic landing page for Census that can remain fairly the same over time, whether the office is in a Census year or not.

First, you need to identify the content you want to publish. The table below gives you a list of basic information to have. This content can be organized in different ways on the page, using simple text, links to other pages, or plugins (i.e. slide show, countdown clock, news, etc.).

Then we recommend drawing a mock up (simple text and blocs) to organize your ideas before the page is developed in WordPress. Appendix A illustrates a mock up for one possibility to organize this first basic page.

Basic content to make available on the Census landing page:

	Short description of Census	<i>Basic information: what, who, why it is important/uses/impacts – a longer version and/or more information about Census (i.e. history) could be added and accessed via a link that directs to another page. This will prevent having too much text on the Census landing page and allow space for other important information.</i>
	Date of next Census	<i>It is OK to identify the year if no specific month and/or date is confirmed – a season could be identified too i.e. spring 2022.</i>
	Frequently Asked Questions	<i>A basic and general set of FAQs should be available. More specific FAQs regarding different phases of the Census (recruitment, collection, dissemination) can be added now or later when it becomes more relevant. FAQs should be organized by topics to facilitate browsing. PRASC has a document which presents a set of FAQs as an example and can be used as a template to modify and develop your own set of FAQs.</i>

Privacy/Confidentiality	<i>Should be addressed in your FAQs, but if this or any other topic is particularly sensitive in your country's context you should publish it with more visibility on the landing page (using text, a link or featured via a tile or the slide show)</i>
Use of tablets	<i>Should be addressed in your FAQs, but if this or any other topic is particularly sensitive in your country's context you should publish it with more visibility on the landing page (using text, a link or featured via a tile or the slide show)</i>
COVID-19	<i>Same as above. – what will be the measures taken to conduct Census in the context of COVID-19, if any, or inform the public that the office will be taking appropriate measures at the time in accordance with the official regulations.</i>
Data products and reference material from previous Censuses	<i>These should be presented by Census year, from most recent. If there are data tables, publications and reference materials in addition to the Redatam link, then they should be presented in the same categories that you are using on your megamenu and under "Subjects" to organize all other statistical products on your website (Data, Publications, Reference).</i>

Optional content to make available on the Census landing page or to another page via a link:

Countdown clock/timer	<i>To indicate the time remaining before Census.</i>
Timeline/Milestones	<i>What's happening/coming up – this can be updated and additional milestones added as time progresses and more is known.</i>
Questionnaire	<i>A copy of the Census questionnaire, for reference only. If published, we recommend to add a watermark on the document to clearly indicate that it is for reference only and that it be in PDF.</i>
Glossary	<i>A glossary of terms and variables used for Census.</i>
Concepts and definitions for census variables	<i>Information on concepts and definitions used for Census variables.</i>
Videos	<i>Featured video and/or links to videos about Census.</i>
Infographics/infobites	<i>Featured infographic and/or links to infographics about Census.</i>
Maps/Graphs	<i>To illustrate latest and most popular results</i>

Adding/Updating/Removing content to the Census module

The information and content published on the website should match and reflect the objectives and timelines established in the Census communication plan. The following are some of the website content elements to look into for each phase of the Census. Information should be added, modified or removed from the website depending on their relevancy at that time.

Phase 1 - Pre-Census

In addition to your basic Census information, you may wish to add content that advocate and sensitize people that Census is coming. Elements you could add:

- Official date of Census
- Countdown clock
- News (official announcements, etc.)
- Videos (official interviews, general advocacy, etc.)
- Infographics
- Promotional material (various, if any)
- Census kits for schools, communities, media (if any)

Phase 2 - Recruitment

You could use the website to provide information about the recruitment activities. You could add:

- Announcements (i.e. NSO will be recruiting soon (date if available) to fill x interviewer positions; other positions...)
- Instructions on how to apply
- Application form
- Testimonials from past Census interviewers
- FAQs specific to recruitment
- Contact information (or contact form) if applicants have more questions or technical issues
- Update milestones
- Videos (recruitment related, if any)
- Posters (recruitment related, if any)

Phase 3 - Collection

To support collection before and during, the following elements could be added:

- FAQs specific to collection
- Update milestones
- Videos (collection related, if any)
- Posters (collection related, if any)
- Other promotional material (if any)

Phase 4 - Dissemination

To support dissemination before and during and following the release period, the following elements could be added:

- FAQs specific to dissemination
- Links to relevant metadata
- Update milestones
- Outline of planned products
- Dissemination calendar or release dates (by topic/type of product)
- Results and products

APPENDIX A – CENSUS PAGE MOCK UP - Example

Census News slide Show

(each slide leading to more information with a read more button)

- WHEN IS CENSUS DAY
- WHAT'S HAPPENING/WHAT'S COMING UP (ENUMERATION, MAILING, TRAINING,...)
- CENSUS HIRING/RECRUITMENT
- OTHER

About the Census:

Why it is important:

Census History:

Count Down

Timeline/milestones

FAQs

Privacy/Confidentiality

Results from previous Censuses (in descending order)

Data

Links to data tables,
Redatam

Publications

Links to publications

Reference

Links to Questionnaires,
classification, methods)

Other elements that could be on the page

- Maps, Graphs
- Glossary
- Infographics/infobytes
- Videos

Please note that this is a draft which gives an idea of what could be on a Census page. Not all elements have to be present. Others not specified here could be included. Elements could be placed differently on the page or could appear in the slide show. Logo and images could be added.