Case study for *Road Map on Statistics for SDGs 2.0*
United Kingdom: Use of social media, NRP and other communication tools

Description	*Social media*: The UK Office for National Statistics uses Facebook and Twitter to share latest publications, often using visuals to promote them.
	National Reporting Platform: An NRP has been developed, on which it reports data in different ways. Data are presented for the global indicators, where available, and the team have tried different approaches to reporting analysis and context around the data:

1. Adding context to the indicator on the data platform: Indicator 3.4.2 Suicide Mortality Rate.
2. Exploring concepts relevant to the SDG indicator framework: What is the difference between sex and gender?
3. Shorter analytical pieces looking at indicators relating to one target: Target 3.2 By 2030, end preventable deaths of new-borns and children under five years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-five mortality to at least as low as 25 per 1,000 live births.
4. Longer articles looking at disaggregation of individual indicators: Indicator 5.2.1 Proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age.
5. Visual approach focusing on related issues, through Slide Share: Renewable energy and air pollution.

Advantages	These allow for different users to access data, reporting and analysis in different ways.
	It helps put the data into context by explaining what the data shows and explores SDG relevant concepts in a way that different users will understand.
	The NRP is open source and free to use; it has met AA standards for accessibility.
Challenges	Despite being able to monitor site traffic, there is currently no way of knowing who is using the data and for what purpose, especially once a user has downloaded the data from the NRP.
Future steps	These approaches to analysis will be user tested to see which products best meet different users' needs.
More information	https://twitter.com/ONS

1. https://sdgdata.gov.uk/3-4-2/
2. https://www.ons.gov.uk/economy/environmentalaccounts/articles/whatisthedifferencebetweensexandgender/2019-02-21

3. https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocial care/childhealth/articles/ukdropsineuropeanchildmortalityrankings/2017-10-13
4. https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice /articles/womenmostatriskofexperiencingpartnerabuseinenglandandwales /yearsendingmarch2015to2017
5. https://www.slideshare.net/statisticsONS/renewable-energy-in-the-uk