

Benchmark 2021



EXTERNAL AND INTERNAL COMMUNICATION SUPPORTING CENTRAL BANKS' TRANSFORMATION



**COMMUNICATION INTERNE
ET EXTERNE AU SERVICE
DE LA TRANSFORMATION
DES BANQUES CENTRALES**

**ARMENIA, BELARUS, BRAZIL, BOSTWANA, COLOMBIA, CYPRUS,
EGYPT, FRANCE, GEORGIA, JORDAN, HAITI, IRELAND, INDIA,
KAZAKHSTAN, LAOS, LATVIA, LEBANON, MAURITANIA,
MOLDOVA, MOROCCO, NEPAL, NIGERIA, PAKISTAN, PHILIPPINES,
PORTUGAL, SPAIN, SKI-LANKA, TUNISIA**

ARE THE 'NEWS' DRAFTED BY THE UNITS? AT THEIR INITIATIVE? DOES THE COM'DEPARTMENT PROPOSE REWRITING? (MULTIPLE CHOICE)

LES COMMUNIQUÉS OU ARTICLES INTRANET SONT-ILS RÉDIGÉS PAR LES SERVICES? À LEUR INITIATIVE? LA COMMUNICATION PROPOSE-T-ELLE UNE RÉÉCRITURE SI BESOIN? (CHOIX MULTIPLE POSSIBLE)

12

Self-initiative

20

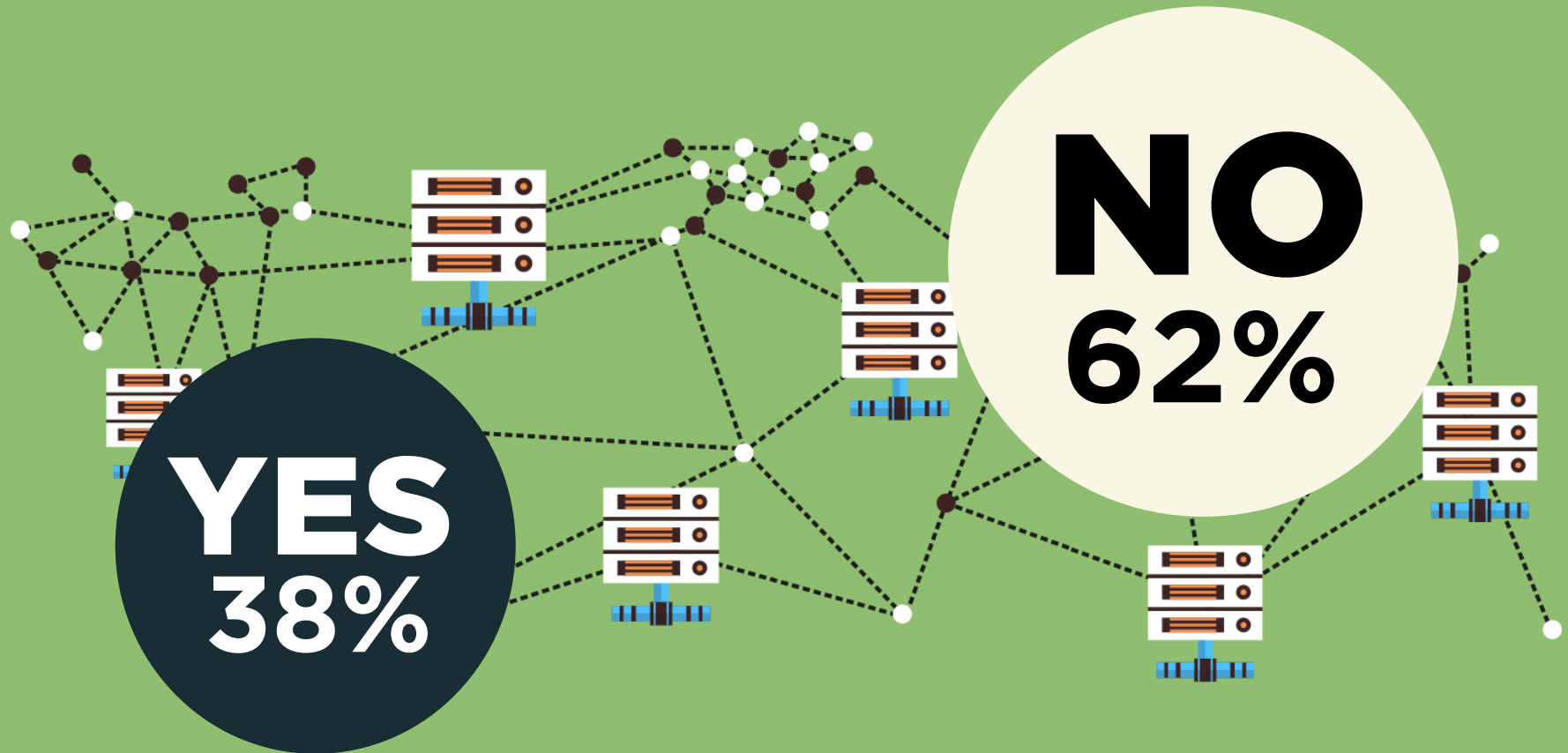
Written by Units

24

**Rewriting by
Communication
team**

HAVE YOU INTRODUCED A STAFF FEED-BACK FUNCTIONALITY FOR COMMENTS ON INTRANET/ INTERNAL PLATFORM?

AVEZ-VOUS OUVERT L'INTRANET, OU UNE AUTRE PLATEFORME, AUX COMMENTAIRES DU PERSONNEL ?



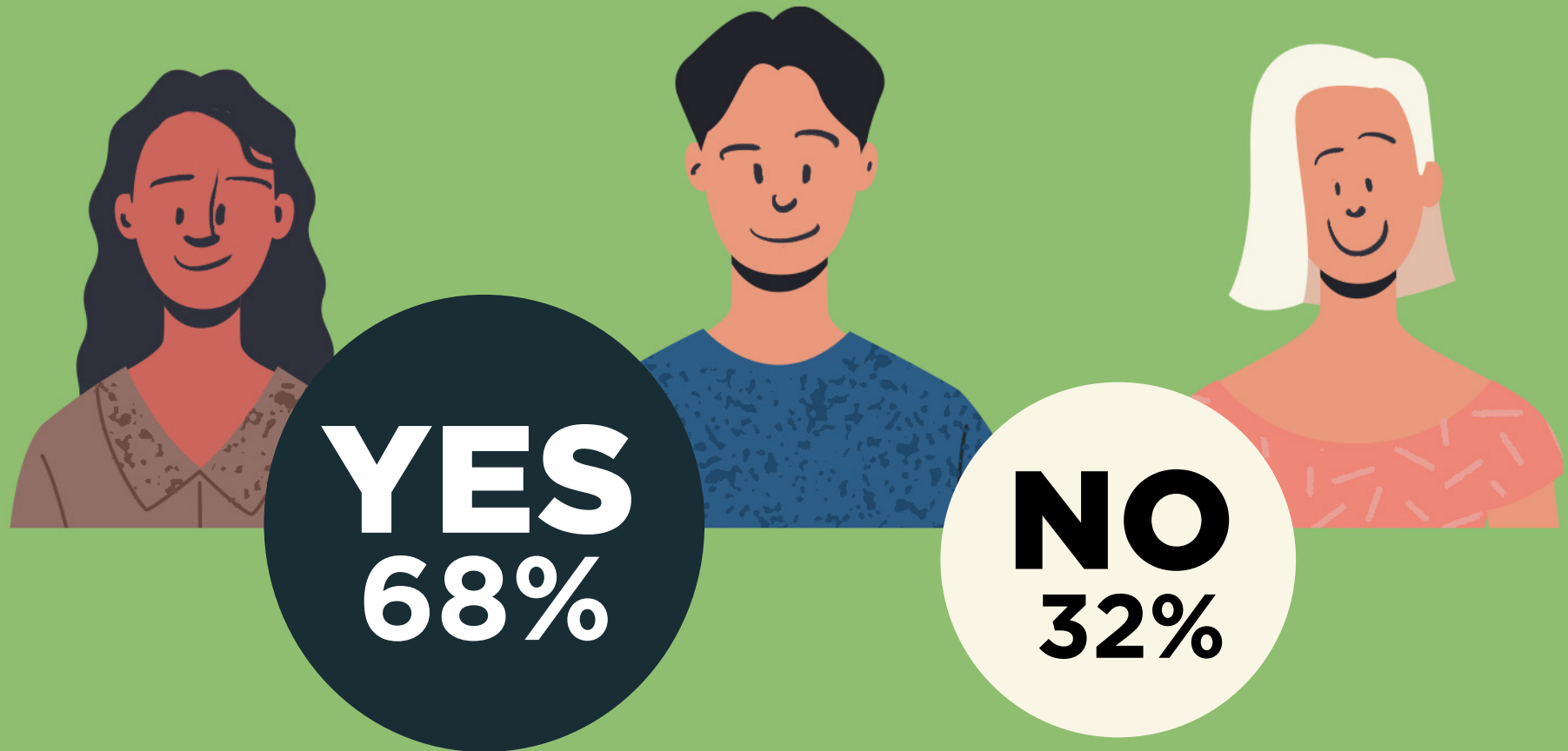
EXTERNAL COMMUNICATION : DO YOU PUBLISH PRESS RELEASES ON REPORTS OF YOUR BANK LIKE ANNUAL REPORTS / BALANCE OF PAYMENTS / FINANCIAL STABILITY REVIEWS?

COMMUNICATION EXTERNE : PUBLIEZ-VOUS DES COMMUNIQUÉS DE PRESSE LORS DES PUBLICATIONS DES RAPPORTS ANNUELS ?



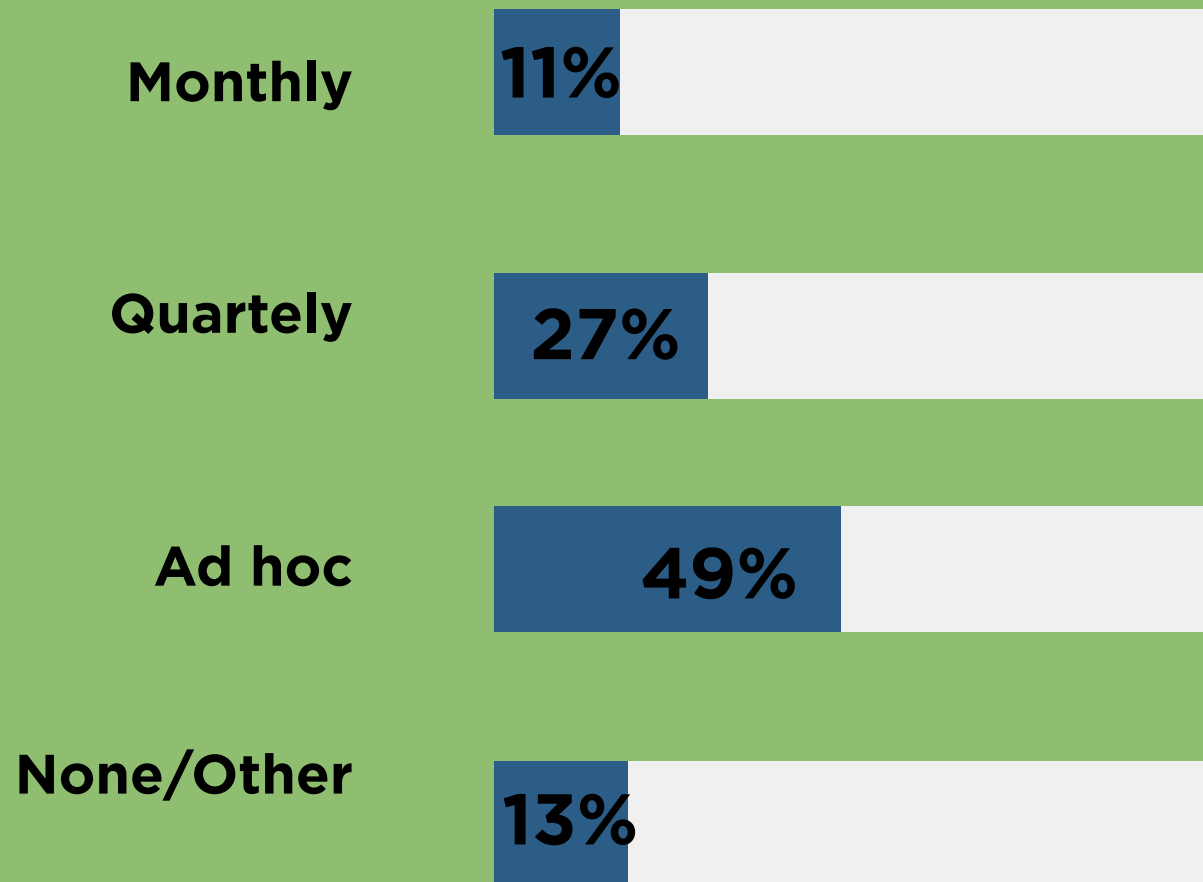
DOES YOUR EXTERNAL COMMUNICATION TARGET SPECIFIC AND DIFFERENTIATED AUDIENCES?

LA COMMUNICATION EXTERNE EST-ELLE DIFFÉRENTE SELON LES PUBLICS VISÉS ?



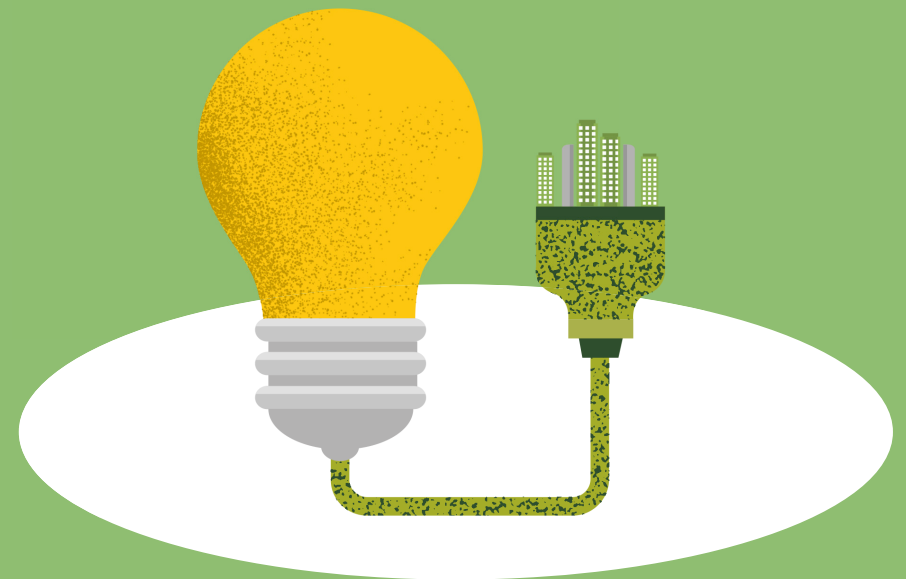
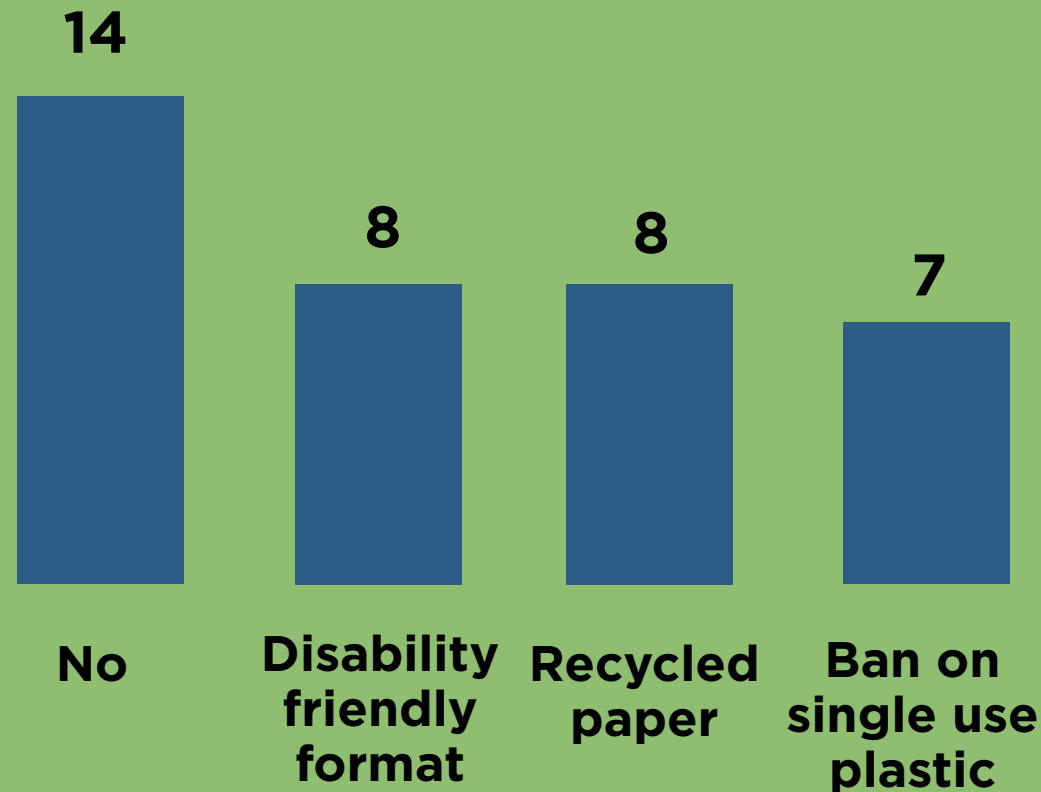
IS INTERNAL COMMUNICATION ON CORPORATE STRATEGY:

LA COMMUNICATION INTERNE SUR LA STRATÉGIE D'ENTREPRISE EST-ELLE ...



FOR YOUR INTERNAL AND EXTERNAL PUBLICATIONS, AS WELL AS FOR EVENTS, HAVE YOU DEVELOPPED INCLUSIVE AND LOWER ENVIRONNEMENTAL IMPACT PRACTICES?

POUR VOS PUBLICATIONS ET VOS ÉVÉNEMENTS (INTERNES ET/OU EXTERNES) AVEZ-VOUS DÉVELOPPÉDES PRATIQUES INCLUSIVES OU RÉDUISANT L'IMPACT ENVIRONNEMENTAL?



**DURING THE COVID EPISODES, HAVE YOU
OPENED A SPECIFIC PAGE ON INTRANET FOR
COMMUNICATING ON COVID?**

**PENDANT LA CRISE COVID AVEZ-VOUS OUVERT UNE PAGE
INTRANET SPÉCIFIQUE POUR COMMUNIQUER AUTOUR DU
COVID ?**



DURING COVID 19 LOCKDOWN, DID YOU SEND MESSAGES TO PERSONAL EMAIL ADDRESSES OR MOBILE PHONE NUMBERS OF YOUR STAFF ?

PENDANT LA CRISE COVID, DES MESSAGES AUX EMAIL PERSONNELS OU NUMÉROS DE TÉLÉPHONE MOBILE ONT-ILS ÉTÉ ENVOYÉS AUX AGENTS ?



DO YOU ENCOURAGE YOUR STAFF TO DISSEMINATE INFORMATION DIRECTLY ON SOCIAL NETWORKS?

**VOTRE INSTITUTION ENCOURAGE-T-ELLE SES AGENTS À
DIFFUSER DE L'INFORMATION DIRECTEMENT SUR LES RÉSEAUX
SOCIAUX?**



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