



A key building block of our public communications campaign was *the establishment of national and local partnerships*. Enormous efforts were spent on building targeted, customized and trust - based co-operations with the local authorities at municipal and district level. We got their support in many ways especially as regards to the E-census. In many places local authorities provided rooms equipped with computers and internet where citizens could free of charge complete census forms on-line. They organized help desks in the premises of the municipalities and district administrations. During Census we received the so called third part endorsement where the mayors and regional governors gave their formal support (by official letters) to the E-census. These letters were sent to all regional government structures and public institutions and distributed to all residents via media and internet. In addition at a meeting of the Council of Ministers the Prime-minister Mr. Boyko Borissov and the vice-prime minister and minister of finance Mr. Simeon Djankov asked all the ministers to send letters promoting internet census as an easier, quicker and more convenient option that also saves financial resources and protects environment.

In the last years internet has become the main channel for the dissemination of statistical results and sharing information on the data methodology and production. Census 2011 public communications campaign relies heavily on the *on-line interaction and using social media channels* in getting people aware of the purposes and organization of the Census. A separate web page dedicated to Census was created. In addition NSI provided a set of promotional materials that had been distributed to the local authorities free of charge to be used in their regional campaigns. During the Census 2011 campaign we have tried to use for the first time the opportunities provided by the social media. After some discussions in the office and a thorough analysis of the pros and cons of the NSI' presence in social media we decided to implement consciously and in a limited scale this approach. Namely we did not open our accounts in Twitter and Facebook but our team has been participating in the similar dedicated to Census pages created by others. We responded to people that were asking questions on Facebook. In this way we responded in real time to the concerns raised by the society. We used social media in order to provide links to websites where more detailed information can be found. In addition social media proved extremely useful in reaching some of the hardest to count groups that live a lot of online and in social media.

Bulgarian NSI had been working with local authorities and community groups to make sure the 2011 Census accounts for population diversity. Special attention was paid to ethnic minorities, non-Bulgarian speaking communities, and homeless. A crucial moment in the designing a well targeted campaign was the surveys and research conducted before and