

IOTA Forum on Communication  
**“Media Strategies for Tax Administrations: Navigating Crises and Engaging Younger Generations”**

27-28 May 2026

Oslo, Norway

Hybrid Event

## COUNTRY PROFILE

### 1. Media Strategies for Crisis Communication and Crisis Communication Frameworks

1.1. Does your tax administration have a formal crisis communication strategy or protocol?

Yes  No

1.2. If yes, please choose which elements are included

- Yes, a comprehensive and documented strategy
- Yes, a partial or informal framework
- Currently under development

1.3. What elements are included in your administration’s communication strategy or protocol? (multiple answers possible)

- Designated spokesperson(s) (individuals or roles)
- Dedicated crisis communication team (individuals or roles)
- Pre-defined approval and escalation process
- Pre-developed key messages/templates
- Possible crisis scenarios and responses
- Other (please specify in the box below):



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1.4. Which channels are primarily used in your tax administration during crisis situations? (multiple answers possible)

- Official website
- Press releases/media briefings
- Social Media platforms
- Call centres/taxpayer helplines
- Internal communication channels
- Other (please specify in the box below):

1.5. Which of the following incidents or crises requiring crisis communication has your administration faced in the past 2–3 years?

- Technical problems (e.g., issues preventing access to a website or e-service)
- Failures related to taxation (e.g. calculating errors)
- Reputational crises (e.g., staff misconduct)
- Criminal activities targeting your administration
- Other (please specify in the box below):

1.6. How does your tax administration monitor media and public sentiment? (multiple answers possible)

- Manual monitoring of traditional media
- Manual monitoring of social media
- Automated media monitoring tools
- Automated social media monitoring
- Sentiment analysis tools
- AI-based early-warning or risk detection systems
- No systematic monitoring in place

## 2. Engaging Younger Generations: Communication Campaigns and Innovative Approaches

2.1. Has your administration carried out any targeted communication campaigns aimed at younger generations in the past 2–3 years?

- Yes  No



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2.2. If yes, what topic has the campaign focused on? (multiple answers possible)

- Focused on crisis communication
- Focused on voluntary compliance
- Focused on tax literacy
- Focused on younger generations
- Focused on services available
- Focused on building trust and awareness
- Other (please specify in the box below):

2.3. Which channels or tools does your administration use to engage younger taxpayers (e.g. Gen Z)? (multiple answers possible)

- Social media platforms (e.g. Instagram, TikTok, X, Facebook, YouTube)
- Influencers or other entities
- Mobile apps or mobile-friendly services
- Chatbots or online assistance tools
- Educational content (e.g. schools, universities)
- Webinars, workshops or online events
- Currently no targeted approach
- Other (please specify in the box below):

### 3. Additional questions or issues

3.1. Please provide a short list of questions or issues relating to the Forum's topic you would like to discuss during the Forum, particularly during the Group Discussions.

3.2. Please provide a short list of questions or issues relating to the Forum you would like to discuss in the future, during an upcoming event.

3.3. What kind of contribution can your tax administration provide to this Forum?



- moderator;
- *notetaker* in group discussion;
- *rapporteur* providing feedback from the group discussion at the plenary discussion;



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