

Policy

18 August 2015

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Communications Policy

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Summary: The policy establishes the principles that apply to both internal and external communication at Mid Sweden University, as well as the communication responsibilities of both the staff members and of the various positions.

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Communications Policy

The Mid Sweden University Communications Policy regulates the university's strategic communication, that is to say targeted, formal communication, both internal and external, as well as communication that is based on the staff members' functional responsibilities in the organization as representatives of Mid Sweden University.

This policy does not restrict the staff members' rights to use their fundamental freedom of expression or to provide information to the media (the right to inform) regulated by the Freedom of the Press Act (Swedish: tryckfrihetsförordningen, TF) and the Fundamental Law on Freedom of Expression (Swedish: yttrandefrihetsgrundlagen, YGL), which take precedence over this policy.

General information about communication

Communication is a strategic and operative tool to be used in order for Mid Sweden University to fulfil its key task and attain its set goals.

Communication shall be used to make the courses and study programmes more attractive, highlight the research and its benefits, strengthen relationships and partnerships, and increase the efficiency and quality of the work at the university.

The role of communication is to make various target groups more aware of the university's activities, and to establish good and lasting relationships with the surrounding community.

The internal communication shall also contribute to the creation of an open climate of communication, participation, motivation and to establishing a common culture within Mid Sweden University.

As a rule, Mid Sweden University's communication channels should not be used to distribute marketing messages from companies, individuals or organizations.

Basic Principles

These are the guiding principles for our communication:

- Openness – our communication should be based on perceptiveness, respect and tolerance, and offer the public and media insight into our activities.
- Planning and proactivity – the aspect of communication should be taken into consideration in any decision-making processes, preferably using the communication plans for guidance.
- Objectivity – the communication should be detailed and easy to understand.

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- Adaptation to the recipient – the communications should be relevant from the recipient's perspective with regard to content, language, channel and length
- Be based on the university's core values – benefit, proximity and curiosity. More information can be found in the Mid Sweden University Development Plan and the graphic profile
- Take the university's strategy for equal opportunities into consideration and demonstrate diversity. More information can be found at www.miun.se/en/staffnet/stod/equality.

Communication responsibilities

All staff members at Mid Sweden University have a communication responsibility.

All staff members are responsible for communication related to their areas of responsibility, for finding the information they need in order to perform their tasks, and for being able to answer general questions, for example from students and external target groups. The staff members also have a responsibility to contribute to openness and participation through dialogues with colleagues, managers, students and external target groups.

Additionally, researchers and teachers also have a responsibility to explain and describe their activities to internal and external target groups (the so-called third stream activities) and to answer questions from the media regarding their research or educational activities.

The responsible manager has a responsibility to create the conditions for an open climate of communication and a good dialogue. He or she is also responsible for the internal and external communication of his or her organizational unit, and for ensuring that his or her organizational unit complies with the university's communications policy and graphic profile. The responsible manager also has a responsibility to provide information regarding the challenges and successes of the activities.

The Vice-Chancellor/Pro-Vice-Chancellor is responsible for university-wide internal and external communication. This responsibility is delegated to the Head of Communications, who is responsible for the development, implementation and follow-up of the communications policy and graphic profile as well as the different communication plans.

Media-related communication

All staff members at Mid Sweden University are covered by the right to inform. This means that they have the right to provide information to the media for publication. Any investigation to discover who provided the information is prohibited.

The right to make statements on the university's behalf is based on the staff member's functional responsibility in the organization. Questions regarding research conducted at the university should be passed on to the researcher or researchers with expertise in the field.

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The principal spokespersons for university-wide issues are the Vice-Chancellor and the Pro-Vice-Chancellor.

Support in communication matters

The Department of Communications at Mid Sweden University will provide employees with both strategic and operative support in communication matters. You will find further information about this in the Communications Handbook (see below).

Related documents

- The Mid Sweden University Development Plan 2014-2016
- Graphic Profile – Regulations Regarding Mid Sweden University's Visual Identity
- Plan for Digital Communication
- Plan for Research Communication
- Communications Handbook