

Communication Policy

1. Introduction

The Stockholm University of the Arts' (SKH) communication policy sets out the organisation's approach to communications matters, as well as principles regarding responsibility and authority. The policy describes how this work is to be carried out and the core values that should characterise communications. The policy shall apply until further notice.

2. Purpose of the communication policy

SKH's communication policy provides guidance for the university's internal and external communication. This includes channels such as the intranet, email, noticeboards, the public website, media contacts, printed materials and social media.

The policy also covers communication carried out by staff within the organisation in their capacity as representatives of SKH.

3. Overall communication objectives

SKH's communication shall contribute to the achievement of the organisation's objectives and strengthen confidence in the university's activities. Communication shall be an integral part of decision-making at all levels within the university.

SKH's communication plays an important role in the higher education institution's collaboration with the surrounding community and in ensuring that the knowledge generated at the university reaches a wider audience and can contribute to the development of society. Communication should help to raise the higher education institution's profile and increase awareness of its education and research amongst various target groups. Communication should also provide a continuous insight into the university's activities and, through dialogue and exchange, build good, long-term relationships.

Communication should provide staff and students with greater knowledge and a greater sense of involvement in SKH's activities. Effective internal communication helps to build a strong organisational culture, breaks down barriers, facilitates cross-departmental communication and strengthens the sense of belonging. Communication tailored to specific target groups should help to ensure that staff are given the best possible conditions in which to carry out their work.

4. Core values for communication

SKH's internal and external communication shall be characterised by the following core values:

Inclusive, relevant and open.

5. Guiding principles for communication

Inclusive and equitable

All communication at SKH must be inclusive and equal. It is important to consider, in every instance of communication, the seven grounds of discrimination covered by the law's prohibition on discrimination: gender, gender identity or expression, ethnic origin, religion or other belief, disability, sexual orientation and age.

Relevant

Communication should be based on the recipient's needs and perspective.

Proactive

Communication should be initiated by the university itself, not merely be a response to enquiries from outside. Communication is an active process.

Prompt

Facts should be communicated as quickly as possible. It is better to provide the information we have than to wait too long.

Access to SKH's communication channels

As a general rule, companies, organisations or individual external parties are not permitted to use SKH's communication channels to disseminate marketing messages.

6. Target groups and channels

Overall target groups for SKH's university-wide communications (in no particular order):

- Current and prospective students, as well as alumni
- Current and prospective staff
- Other national and international higher education institutions and researchers
- National and international funding bodies
- Regulatory authorities
- Clients and decision-makers
- Collaborators
- The cultural sector
- Journalists and opinion leaders
- The general public

Communication channels are selected based on the target audience and the objectives that the communication is intended to help achieve.

7. Responsibilities and authorities regarding communication

Responsibilities of the University Board

The Chair of the University Board is the Board's spokesperson.

Managers' responsibilities

Responsibility for communication is delegated by the University in accordance with the Rules of Procedure. Each manager is responsible for external and internal communication within their own department/unit. It is the responsibility of each manager to develop effective channels of communication with their staff. For managers within core activities, this responsibility also extends to the students of their own department/unit. Internal and external communication within departments/units must comply with the policy and other communication documents that apply across the whole of SKH.

The Communications Department's assignment and responsibilities

The Director of Communications has delegated operational responsibility for university-wide internal and external communication. The Communications Department provides and develops internal and external communication channels and offers strategic and operational support to managers and other staff on matters relating to communication concerning, for example, education and research. The Communications Department is responsible for drawing up communication plans for specific communication initiatives.

The role of the Communications Department is to create the conditions for effective communication and to help ensure that communication within SKH and with external parties is tailored to the target audience and coordinated. Crisis communication in accordance with the university's overall crisis plan is also part of the department's remit.

Staff responsibilities

All staff members have a responsibility to contribute to a constructive dialogue in the workplace. Each staff member has a personal responsibility to seek out information and to communicate with colleagues and managers about matters that are relevant to the organisation's operations. Staff members also have a duty to acquire the information required to carry out their work.

Staff members with research assignments

Every staff member with research assignments is responsible for communicating with the wider world about their research by sharing knowledge clearly with internal and external stakeholders; this forms part of the university's remit for collaboration with the surrounding society.

Communication with the media

All staff at SKH are covered by freedom of expression. This means that every member of staff has the right to provide information to the media for publication. It is prohibited by law to investigate who has contacted the media. However, freedom of expression does not mean that all staff members have the right to speak on behalf of SKH or represent the university in the media.

The right to speak on behalf of SKH is determined by the employee's functional responsibilities within the organisation.

Contacts with the media should be characterised by openness and honesty. All staff members should, based on their role at SKH, be prepared to contribute their expert knowledge in their field when in contact with the media.

Unless otherwise agreed, the following order apply to spokespersons:

- The Vice-Chancellor and the Pro-Vice-Chancellor are spokespersons on university-wide issues.
- The Vice-rector for research is the spokesperson on university-wide matters relating to third-cycle education and research.
- Heads of department and heads of subject areas are spokespersons for matters relating to their respective departments and subject areas, and the head librarian is the spokesperson for matters relating to the library.
- The Director of administration is the spokesperson on overarching matters relating to operational support, and the directors of department are spokespersons on matters relating to their respective areas.
- The Director of Communications acts as the spokesperson in agreed cases.

Rights of employees

This policy does not restrict employees' right to exercise their constitutionally protected freedom of expression or their right to provide information for publication in the media (freedom of the press). These freedoms and rights are regulated by the Freedom of the Press Act (TF) and the Fundamental Law on Freedom of Expression (YGL) and take precedence over the communications policy.

Disclaimer: In case of a discrepancy between the Swedish and the English version of the document, the Swedish version will prevail.