



JÖNKÖPING UNIVERSITY

COMMUNICATIONS POLICY

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1. Introduction

The aim of this Communications Policy is to establish a common view and coordinated approach in terms of communications. This is a prerequisite for success in achieving our operational targets and creating a positive atmosphere at work.

The Communications Policy clarifies what applies for both external and internal communications, and provides the framework within which each employee is to act and behave in communicating with others.

The term *communication* is used in this policy for both one-way communication and multi-way communication. The terms *information* and *message* are used in the sense of that which is being communicated; that is to say, the content of the communication.

2. Basic Principles

Communications, internal as well as external, should contribute to the following:

- realise and reinforce the objectives and strategies of Jönköping University
- ensure that Jönköping University is seen to be a united organization with a clearly identified sender, both when the sender is University as a whole and when it is one or more of its parts
- ensure that the University as a whole and its parts complement and support each other.

Our communications are to be open, correct, suited to the target groups in question, and accessible.

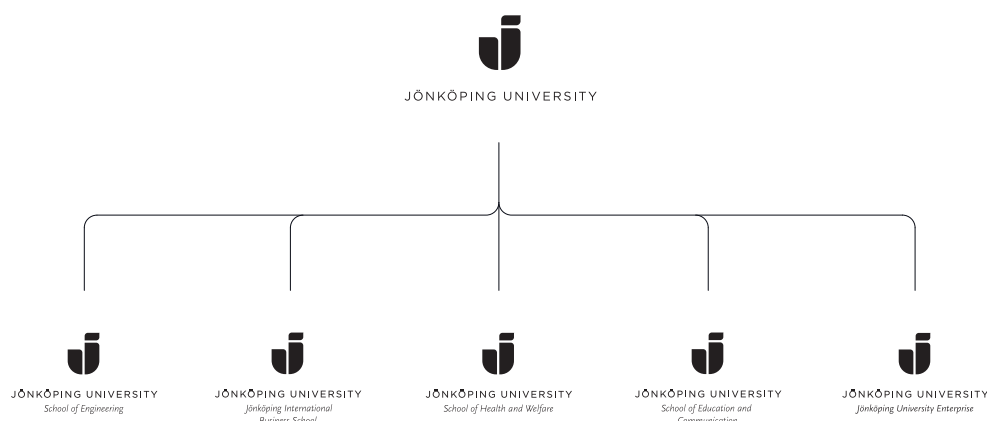
VISION "PEOPLE FIRST"

"Let's put people first, empowering through world-class education and research to make a difference.

We are an international university that builds on a regional culture of entrepreneurial excellence. With a sustainable work environment for students and staff we deliver world-class education and research with societal impact."

3. Logotypes and Names

The University has six logotypes in a mother/daughter architecture. The University's name is used in all logotypes and comes before the name of the company. No other logotypes may be used. The use of the University's logotypes must comply with the University's graphic manual.



The name of the University may be used in English or Swedish in text and speech (Jönköping University and Högskolan i Jönköping respectively). The names of the schools may be used in English and in Swedish in text and speech. In the logotypes, the names appear in English only.

There are many senders of communications within the University, from individual employees to subsidiaries and sub-groups of various kinds, to the University as a whole. All senders may use the name and logotype of the mother brand. University Services is always represented by Jönköping University in external communication.

In external communication, the name of the sender must always be given together with the name of the University the first time that this is mentioned. Example: School X at Jönköping University. When signing a company name (e.g. an agreement), the registered company name of the contracting party must always be used (e.g. "Högskoleservice i Jönköping AB").

The organisation's affiliation is to be expressed in the form of several links and must always end with the name of the University. Example: Department X at School X, Jönköping University. Professor Kurt Karlsson, Centre X, Jönköping University.

4. Languages

We operate in an international environment both on campus in Jönköping and abroad, with students, staff and partners from around the world. The research sector and to an increasing extent the higher education sector use English as the common language internationally.

The languages used in our communications are primarily English and Swedish. Some of our operations use English as the basic language of communication.

English and Swedish can be used side by side in external and internal communications at Jönköping University. In cases where the target group is not solely Swedish-speaking, English should be used. Students and employees should be able to function well at the University regardless of whether or not they have a command of Swedish.

Public documents that are of particular importance in the carrying out of tasks in the public sphere, such as decision documents, rules and regulations, annual reports and similar, are to be produced in the original in Swedish and translated into English as and when necessary.

In education and research, documentation may be produced only in English and must not be translated into Swedish.

5. External Communications

External communications are aimed at spreading knowledge about our work and helping to create a positive impression of Jönköping University. This is to help reinforce our brand, make our University attractive to potential students and staff, and to increase the chances of external collaboration and greater resources.

The information should be suited to the target groups in question. Our messages to each target group are to highlight the specific and distinctive features of the relevant areas of work and provide a consistent image of the University.

The recipients of our external communications are many different target groups in society outside the University. The target groups given priority are:

- potential students
- external partners and alumni
- national, regional and international decision-makers and funding bodies
- potential staff.

External communications are to be undertaken in accordance with the principle that when the target group is also the target group for work being carried out by more than one of the companies, the sender is always represented by the mother brand. The same applies when the sender or the area of work represented involves staff from more than one company.

Appropriate channels of communication are to be assessed on the basis of target group, content, occasion and activity. One primary channel for external communications is the University's website. Information about the work being carried out by the University is to be published in the University's domain.

6. Internal Communications

Internal communications are aimed at creating a common overall view of the University's activities. This is to help ensure that everyone who works at Jönköping University takes responsibility for his or her own role and the significance it has for the work and objectives of the University.

The target groups of internal communications are, as well as the actors, staff and students. They are both recipients and senders in an active communication process.

Internal communications are to help create a common set of values and a feeling of belonging within and among the different parts of the University. Communication should reflect the objectives and strategies of Jönköping University.

Communication is an important management tool. Clarity in terms of vision, objectives and message by way of an effective communication flow at all levels will ensure that internal communications help Jönköping University to improve its results and achieve its business objectives.

The channels of internal communication are to promote two-way communication and dialogue. Regular internal meetings and forums for working groups and across organisational boundaries are therefore important channels.

Internal and external communications are closely interconnected. Keeping all members of staff informed about the activities of the University and its objectives and strategies is a prerequisite for the success of the University's external communications. Every member of staff, and likewise every student, is important in terms of his or her being an ambassador and the outward face of Jönköping University.

7. Responsibilities

The President has overall responsibility for the University's communications and delegates responsibility for the different areas of communication within the University.

Communications planning is a management issue at all levels within the University. All the heads of operations and managers are responsible for ensuring that the internal and external communications affecting their own areas of work are effective and comply with the overall guidelines. Every researcher is responsible for communicating his or her research to the outside world.

Every member of staff at Jönköping University is part of the creation and use of the brand. It is the responsibility of every member of staff in carrying out his or her professional role to:

- actively seek the information required for his or her own work and to pass on information essential for other members of staff
- help ensure openness and participation by way of communication with colleagues, heads, students and external target groups
- be a good ambassador for Jönköping University.

8. Media Relations

Good relations with the media and media attention are to help spread knowledge about the work of the University and create a positive impression of Jönköping University, and thereby reinforce and create the credibility of our brand. Regarding our external communications, the media are partly a target group in themselves and partly a channel for reaching other groups.

We are to work proactively in establishing contacts with the media and also be quick to provide or comment on information of current interest. In both cases, communication should be planned and carried out in a structured way, and the information should provide an objective picture of Jönköping University and its work.

Employees have the right to provide information to the media in accordance with the principle of public access to official records (see 10. Legal Framework below). Employees are to refer questions from the media to their immediate supervisor. Heads of operations and managers have a particular responsibility to represent their own part of the organisation in dealing with the media.

9. Crisis Communications

In the case of a crisis situation, the University is to help ensure that the correct information is provided both internally and externally on an ongoing basis and as soon as possible. Target groups of particular importance are students, members of staff and the media.

The way in which a crisis is handled must as far as possible comply with the normal organisational structure. The crisis management team includes the University Executive Team and, if required, members of support functions and external experts, depending on the event and circumstances. Even in a crisis situation it is important that communication is planned and carried out in a structured way.

Further information and check lists are available in the current Crisis Organization.

10. Legal Framework

Jönköping University applies the principle of public access to official records in the way set out in the Freedom of the Press Act and the Public Access to Information and Secrecy Act. This means that the basic rules and regulations regarding public access to documents and secrecy, the freedom to communicate, the protection of anonymity and the ban on investigation must be respected at all times, and that these constitute a legal framework for our communications policy. Our communications are also governed in specific contexts by compulsory rules and regulations in other legislation, such as the Companies Act, the Employment (Co-Determination in the Workplace) Act and the Copyright Act as well as the General Data Protection Regulation (GDPR). The University's work with GDPR is described on our web.