

Communication policy for Stockholm University of the Arts (SKH)

Introduction

A communication policy sets out the organisation's approach to communication issues and the principles of responsibility and authority. The policy describes how to perform the work and the values that should characterise communication. The policy shall apply until further notice.

Definition

SKH's communication policy covers internal and external communication at the University. This comprises internal channels such as intranet and email as well as external channels such as website, media, contact with the press, printed material, bulletin boards and social media.

The policy also covers communication based on the function of the employee in the organisation as a representative of SKH.

General information on communication

At SKH, communication is an important part of the University's collaboration with the surrounding community. Communication shall help establish a profile for the University and increase knowledge among different target groups about education and research at the University. It shall also provide continuous insight into the University's activities.

At SKH, communication has a clear purpose – to help ensure that the organisation's objectives are met. Successful communication helps boost the attractiveness of the University.

Communication affords employees increased knowledge and greater involvement, which reinforce motivation. Successful internal communication within SKH contributes to building a good organisational culture, breaking down boundaries, facilitating interdisciplinary communication and reinforcing the feeling of belonging. Information tailored to target groups provides employees with the information they need to carry out their daily work.

Core value words for communication

SKH's internal and external communication shall be characterised by the following values: *Inclusive, relevant and open.*

Principles for communication

Communication at SKH shall help engender trust in the organisation and strengthen the University's identity.

All communication at SKH shall be inclusive and ensure equality. It is important every time we communicate to keep in mind the seven grounds of discrimination covered by the law prohibiting discrimination: sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

Communication shall be initiated by the University itself, and not only as a result of inquiries from the outside world. Communication is an active process.

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

Companies, individuals or associations may not, as a general rule, use SKH's communication channels to distribute marketing messages.

Target groups for SKH's common communication (with no priority or order)

Prospective students

Potential employees

Alumni

Employees

Students

The labour union organisations at the University

Researchers and research groups at other universities

National and international financiers and stakeholders within artistic research

Other higher education institutions

The cultural sector

Other sectors of society

International contacts

Inspection authorities such as the Swedish Higher Education Authority (UKÄ), the Swedish Council for Higher Education (UHR) and the Swedish National Audit Office, Parliament, Government, Ministry of Education and Research

Media

Communication – responsibility and authorization

Responsibilities of the University Board

The Chairman of the Board is the Board's spokesperson on communication matters.

Directors' responsibility

Responsibility for communication is governed by the University's delegation of authority according to the Rules of Procedure. Each Head of Department and Director is responsible for external and internal communication at his/her department/unit. Each Head of Department and Director is responsible for the development of successful channels for communication with their employees. For the Heads of Department, this responsibility also includes the students in their own Department. Internal and external communication in departments and units shall comply with the policy and guidelines for communication covering the whole of SKH.

Assignments and responsibilities for the Communications Department

The Director of Communications has been delegated operational responsibility for *University-wide* internal and external communication. The Communications Department offers and develops the internal and external communication channels and provides strategic and operational support to Directors and other employees on matters relating to communication. The role of the Communications Department is to lay the grounds for appropriate communication and to help ensure that communication within SKH and with external parties is adapted to the target group and coordinated.

Employee responsibilities

All employees have a responsibility to contribute to good dialogue at the workplace. Each employee is individually responsible for seeking information and communicating with colleagues and directors about issues that are relevant to operations. Employees also have an obligation to obtain the information they need to carry out their work.

Employees with research assignments

Each employee with a research assignment is responsible for communicating with the outside world about their research by clarifying and describing their activities to internal and external stakeholders. This is part of the University's collaborative mission.

Communication with the media

All employees at SKH are covered by the freedom to disclose information (whistleblowing). This implies that all employees are entitled to provide information to the media for publication. It is prohibited by law to attempt to find the identity of the person who contacted the media. However, the freedom to disclose information does not mean that all employees have the right to make statements on behalf of SKH or represent the University in the media.

The right to make statements on behalf of SKH is governed by the employee's functional responsibility in the organisation.

Contact with the media should be characterised by openness and honesty. Based on their role at SKH, all employees should be prepared to contribute expert knowledge in their field when in contact with the media.

Unless otherwise agreed, the following regulations apply to spokespersons for the media:

- The Vice-Chancellor and Pro-Vice-Chancellor are spokespersons on issues regarding the University in general.
- The Vice-Rectors are spokespersons for issues within their respective areas.
- The Director of Administration is the spokesperson for issues regarding administration.
- The Heads of Department are spokespersons for issues regarding their own departments, and the Head Librarian is the spokesperson for issues regarding the library.
- The Director of Communications and Deputy Director of Communications are spokespersons for issues on which an agreement has been reached.

Employees' rights

This policy does not limit the employees' right to exercise their constitutional freedom of expression or the right to provide information for publication in the media (freedom to disclose information). These rights and freedoms are governed by the Swedish Freedom of the Press Act (Tryckfrihetsförordning, TF) and the Fundamental Law on Freedom of Expression (Yttrandefrihetsgrundlagen, YGL) and have priority over the communications policy.